CHAPTER – 3

RESEARCH METHODOLOGY

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CHAPTER 3 : RESEARCH METHODOLOGY

3.0 METHODOLOGY

In this chapter the methodology for collecting data is presented, along with justifications of the choices made. This is done so that the researcher can obtain the necessary empirical data based on the conceptual framework presented above.

3.1 RESEARCH DESIGN

The research purpose and research questions of this thesis indicate that this study is primarily descriptive and partially exploratory.

Exploratory since a focus is on to just “look around” with respect to the phenomenon of product placement in Hindi movies with the aim being to develop suggestive ideas. The purpose is to gather as much information as possible concerning the product placement done in Hindi movies and not done in Hindi movies and not sufficient research has been done in this field in Indian context.

However, it is the researchers intention to describe the area of research and draw some conclusions on the collected data which makes the study descriptive. The purpose is to develop empirical generalizations.

3.2 RESEARCH APPROACH

The Research approach is either quantitative or qualitative (Copper 2006). A quantitative approach is characterized by selectivity and distance to the object of research whereas a qualitative approach is characterized by measures to the object of research (Yin, 1994). To quantify data and generalize results from a sample to the population of interest and measure the incidence of various views and opinions in a chosen sample is quantitative approach whereas to gain an understanding of underlying reasons and motivations and provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research is the qualitative approach. A Quantitative approach implies the search for knowledge that will measure describe and explain the phenomena of our reality. Qualitative Research is the search for knowledge that is supposed to investigate, interpret and understand the phenomena by the means of an inside perspective.
Both approaches have their strengths and weaknesses and neither one of them can be held better than the other. The best research method to use for a study depends on that study’s research purpose and the accompanying research questions.

As a result of these explanations, researcher can point out that the research is quantitative in approach. Quantitative methods were used in this research as a top-down approach was applied for deductive reasoning for the research questions developed to attain the research objectives. The research objectives being to provide better understanding on brand placement in Hindi movies and their effectiveness and efficiency in marketing communications. Also studying the audience characteristics (demographics & psychographics) as well as the impact of brand placement on audience’s reactions and memory by testing the recall and recognition levels. Tools such as questionnaires were used to collect numerical data, which was empirically investigated via statistical computation techniques. A descriptive study was conducted to establish associations between the variables.

3.3 FRAMING THE HYPOTHESIS

A hypothesis is a tentative proposition relating to certain phenomenon, which the researcher wants to verify when required. If the researcher wants to infer something about the total population from which the sample was taken, statistical methods are used to make inference. We may say that, while a hypothesis is useful, it is not always necessary. A hypothesis may be rejected but can never be accepted except tentatively. Further evidence may prove it wrong. The normal approach is to set two hypothesis instead of one, in such a way, that if one hypothesis is true, the other is false. Alternatively, if one hypothesis is false or rejected, then the other is true or accepted. Statistical hypothesis have been framed based on the research questions developed earlier. Statistical hypothesis are of two types:

(a) Hypothesis which indicates differences
(b) Hypothesis which indicates association.

$RQ2$: *Is the effectiveness of the television advertisements declining?*

$H_{01}$: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and the opinion regarding disturbance caused due to television
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advertisements.

H02: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and the behavior to switch over (zapping) channels while TV commercials appear.

H03: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion that television advertisements have influence over their purchases.

H04: There is no association (relation) between the Behavior to switch over (zapping) channels while TV commercials appear and respondents opinion that Television advertising between the programs are disturbing.

RQ3:- How does product placement affect the viewer? To check the acceptability and effectiveness of brand placements in Hindi movies.

H05: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and the ability of the respondents to notice brands shown in the movie.

H06: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondent’s opinion that brand placement disturb the flow of movie and cause irritation.

H07: There is no association (relation) between respondents opinion that brand placement in movies help to develop interest in brands and respondent’s opinion that brand placement in movies bring awareness about brands.

RQ4 :- Do viewers perceive that product placement increases the realism of the film or broadcast program?

H08: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and
respondent’s opinion that brand placement increases realism and makes experience more realistic.

\[ H_{09} \]: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion of being in favor of use of real brands over fake brands in movies.

\[ H_{010} \]: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion being in favor of brands being integrated in the script of the film.

\[ H_{011} \]: The average of the realism, credibility & film congruity enhancement amongst the 2 group of respondents being aware and not being aware about brand placements as marketing tool are equal using independent t-test.

\[ RQ5: \text{- Do viewers / consumers recognize the brand names that were integrated with the script (film or broadcast program)? Do they find them more credible?} \]

\[ H_{012} \]: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondent’s opinion that brand placement in movies bring awareness about brands.

\[ H_{013} \]: There is no association (relation) between respondents opinion that the feelings towards the brand is affected by the way it is used in movie and respondents behavior to discuss brands after watching them in movie in theatre.

\[ H_{014} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores)
amongst the gender group are equal using independent t-test.

\[ H_{015} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores) amongst the studying group are equal using independent t-test.

\[ H_{016} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores) amongst the age group are equal using one-way anova test.

\[ H_{017} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores) amongst the family monthly income are equal using one-way anova test.

\[ H_{018} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores) amongst the Fathers occupation are equal using one-way anova test.

\[ H_{019} \]: The average of the following parameters (i.e. television watching minutes per day, movies watched per month, movies watched last month, realism, credibility & film congruity enhancement, exposure & correctness scores) amongst the faculty are equal using one-way anova test.

**RQ6:** Do viewers perceive product placement to be ethical means of promotion?

\[ H_{020} \]: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents awareness of brand placement being a marketing method/tool.
H\textsubscript{021}: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion of brand placements as an unethical marketing method.

H\textsubscript{022}: There is no association (relation) between respondents considering Brand Placements as an unethical marketing method and respondents Awareness that brand placement is a marketing tool.

H\textsubscript{023}: The average of the realism, credibility & film congruity enhancement amongst the 2 group of respondents considering brand placements as being or not being unethical are equal using independent t-test.

RQ7: Does brand placement in any way influence the trial, usage or purchase behavior of the viewers for the brand.

H\textsubscript{024}: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents behavior to discuss the brands after watching them in a movie in theatre.

H\textsubscript{025}: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion that brand placements have influence over their purchases.

H\textsubscript{026}: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents opinion that brand placement in movies help to develop interest in brands.

H\textsubscript{027}: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and
respondents opinion that brand placement in movies lead to activate desire for trial of brands.

$H_{028}$: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and respondents using a brand after seeing it in a movie.

$H_{029}$: There is no association (relation) between respondents opinion that television advertisements influence their purchases and respondents opinion that brand placements influence their purchases.

$H_{030}$: There is no association (relation) between respondents opinion that brand placement in movies help to lead to activate desire for trial of brands and respondents opinion that brand placement in movies bring awareness about brands.

$H_{031}$: There is no association (relation) between respondents using a brand after seeing it in a movie and respondents opinion that brand placement in movies bring awareness about brands.

$H_{032}$: There is no association (relation) between respondent’s opinion that the feelings towards the brand is affected by the way it is used in movie and respondents opinion that brand placements influence their purchases.

$H_{033}$: The average of the following parameters (i.e. Interest, Desire & Action towards a brand due to brand placement in movies, combined to arrive at a score) amongst the respondents awareness opinion are equal using one-way anova test.

$RQ8$ :- Is there any relation between popularity of star(actor) and brand recall?

$H_{034}$: There is no association (relation) between the background variables (age, gender, family monthly income, fathers occupation, studying, faculty) and
respondents opinion that the likeability of star (actor) effects the recall level of the brand used in the movie.

*RQ9:* Is there any relationship between frequency of watching movies or broadcast program and viewer level of brand recall and recognition?

\[ H_{035} : \] The average of the movie exposure (movies seen out of the 10 movies given as a aided recall) amongst the respondents answering correctly are equal using one-way anova test.

### 3.4 DATA COLLECTION

#### 3.4.1 Primary and Secondary Data Collection

According to (Copper, 2006), two types of data can be collected, primary and secondary data. Primary data is recognized as a data that is gathered for a specific research in response to a particular problem through, for example, interviews, questionnaires or observations. Whereas secondary data may already have been collected for another purpose. Secondary data information can be obtained through various kinds of documents. For example :- research reports, annual reports, books and articles.

For this study researcher has chosen to use both primary and secondary data collection method. Questionnaire methods was used as a data collection method. That is a primary data collection method which provided researcher with a deeper knowledge of the respondents in this study. Secondary data was collected and used for background information regarding the topic product placement. The secondary data sources have been academic articles and studies concerning the subject of product placement. However, since the area is a rather new and unexploited phenomenon very little research (specially in Indian context) has been done concerning it.

#### 3.4.2 Questionnaire Method

Data was collected via a well-constructed questionnaire method. Questionnaires were filled in by the respondents without any influence from the researcher, although they
were made aware of product placement with oral examples. Hence the questionnaires were self administered in presence of a neutral facilitator (a volunteer for all physical collection of the questionnaire) of the same age group and socio-economical background. The questionnaire took approximately 10-15 minutes to complete.

Initially 300 questionnaires were distributed amongst prospective respondents. However, researcher was able to use two hundred and seventy six due to questionnaires that were incorrectly completed by respondents (N=276). Taking into consideration that a large number of the respondents had second – language English as their medium of study, the statements were set only in English in a simplified style.

A Five point Likert-type scale was used, with “Strongly agree” at point one; “Agree” at point two, “Neutral” at point three; “Disagree” at point four; and “Strongly disagree” at point five.

Dichotomous questions were also present. It also included a bipolar five point scale with “Always” at point one; “Very often” at point two; “Sometimes” at point three; “Rarely” at point four; and “Never” at point five, to obtain the degree of agreement of the respondent on the product placement. The behavior variables were measured by using the nominal scale of “Always”, “Sometimes” and “Never” categories of responses. Open-ended question, asking respondents the number of times movies watched during the month and last month was asked.

A series of questions of dichotomous nature was constructed to investigate the recall levels of various product placement done in certain Hindi movies, some brands not featured were also included. Respondents were asked to tick on the brands they recalled having seen or heard during the movie. This questions also asked if they had watched the particular movie or not.

### 3.5 SAMPLE SELECTION

One need to select a sample for all research questions where it would be impracticable to collect data from the entire population. Sampling techniques are a range of methods that enable you to reduce the amount of data you need to collect by considering only
data from a subgroup rather than all possible cases or elements. It is equally important no matter which data collection techniques that is used. Furthermore, sampling saves time, as the organization of data collection is more manageable as fewer people are involved. The results will also be available more quickly as there are fewer data to enter.

Most frequent cinemagoers belong to the age group “15-34” across the global markets. With the advent of multiplexes and availability of quality home entertainment software and hardware, there has been an increase in consumption of filmed entertainment content by consumers in the “15-54” age group. This trend is evident from the growth in cinema attendances, box office collections and home entertainment spending in India over the last 3-4 years. Urban population belonging to the Age Group 15-34 is estimated to increase by 30 per cent from 107 million in 2001 to 138 million in 2011 (Age Group 15-44 will increase from 146 million to 186 million during the same period). Combined with economic growth, rising disposable incomes, higher consumer spending and a relatively higher increase in consumer spending on media, entertainment, leisure, and recreation, this huge target segment will provide significant growth multiplier to the Hindi filmed entertainment industry (Sources: Yes bank Report, 2005)

3.5.1 Sample Design

- Universe – (Youngster’s in the age group of 18 to 30 years)
- Sampling Frame – (Young students perusing their UG/PG studies in Surat City)
- Sampling Unit – (A student in UG/PG on campus)
- Sampling Technique (Non-probability convenience sampling method)
- Sample Size (300 out of which 276 usable questionnaire were considered for data analysis)

3.5.2 Sample Description

Primary research was conducted with college-aged students ≤ 20 years to > 24 years i.e. 18 to 30 years of age. Who belong to the Surat City, a target market that watches a lot of movies. Secondary sources reveal that 18 to 30 year old watch the
most movies in theatres ranging from 8 to 10 movies in the year. A Total of n=276 respondents were surveyed for the study. The idea of the sample type was based due to the following Bollywood Statistics that is - overall size of Indian movie industry is INR 20,000 cr. 97% of urban youth prefer to watch movies at multiplexes. Hindi movies account for 20% of movies made in India. The projected annual growth rate of Indian Film Industry to 2013 is 11.5%.

3.5.3 Sample Size
In non-probability sampling, how large a sample should be is a function of the variation in the population parameters under study and the estimating precision needed by the researcher. Sample size determination is the act of choosing the number of observations to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. Henceforth a sample of N=276 students population within the Surat city was selected randomly.

Universe :- Youngsters in the age group of 18 to 30 years.

Sample Frame :- Young students perusing their UG/PG studies in Surat City.

3.5.4 Sampling Method

Non-Probability convenience sampling approach – In non-probability sampling, there is an assumption that there is an even distribution of characteristics within the population. This is what makes the researcher believe that any sample would be representative and because of that, results will be accurate. In non-probability sampling, since elements are chosen arbitrarily, there is no way to estimate the probability of any one element being included in the sample. Also, no assurance is given that each item has a chance of being included, making it impossible either to estimate sampling variability or to identify possible bias.

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The subjects are selected just because they are easiest to recruit for the study and the
researcher did not consider selecting subjects that are representative of the entire population. In all forms of research, it would be ideal to test the entire population, but in most cases, the population is just too large that it is impossible to include every individual. This is the reason why most researchers rely on sampling techniques like convenience sampling, the most common of all sampling techniques. Many researchers prefer this sampling technique because it is fast, inexpensive, easy and the subjects are readily available.

There are numerous advantages of non-probability sampling: -
- Cheaper
- Used when sampling frame is not available
- Useful when population is so widely dispersed that cluster sampling would not be efficient
- Often used in exploratory studies, e.g. for hypothesis generation
- Helpful for those research not interested in working out what proportion of population gives particular response but rather in obtaining an idea of the range of responses on ideas that people have.

A non probability convenience sample was drawn from youngsters in the age group of 18 to 30 years of Surat city. The motivation for this selection was that respondents were thought to be an appropriate sample since young adults (18 to 30 years of age) are avid film attendees.

3.6 DATA ANALYSIS

The respondents were classified according to their background variables – i.e. age, gender, family income, education, father’s occupation, faculty. The respondents were 21-30 yrs. old, all were college students. On average their family income was per month. The average no. of movies watched per month was .

The data was entered into Microsoft Excel and imported to SPSS, once the required computations had been completed in Microsoft excel. Descriptive statistics (mean and standard deviation), cross tabulation and inferential statistics(t-test for significant differences at 95% confidence level), ANOVA (Analysis of Variance), Post Hoc (Scheffes method) were executed. The reliability & validity of the
measurement scales were determined by way of Cronbach’s co-efficient alpha technique.

3.7 RELIABILITY AND VALIDITY

There are two important concepts one should keep in mind when writing a report, validity and reliability.

Validity is the ability of a chosen instrument to measure what it is supposed to measure. Validity in general can be achieved if the collected data and methods are accurate and whether if it reflects the truth and reality and if it covers the decisive questions.

Reliability is the extent to which research results would be stable or consistent if the same techniques were used repeatedly. Moreover the way the measuring is conducted and how the information is processed affect the reliability. The role of reliability is to minimize the errors and biases in a study. Reliability can be gained if the results of the studies are consequent and reliable, meaning that the same results should be achieved time after time and that possible variation in results completely depends on variations in the investigated object.

To increase the construct validity of this study, Researcher has used triangulation in order to obtain evidence from multiple sources. That is, from Questionnaire and documentation. Moreover, researcher has also showed the questionnaire to other people to make sure that it was understandable. By explaining the subject when first contacting the respondents. This Researcher believe has increased the validity for this thesis. Internal Validity only concerns causal or explanatory studies, where an investigator is trying to determine whether an event lead to another event. To improve the reliability of my thesis researcher informed the respondents in advance about the main content of the questionnaire to give them the opportunity to prepare themselves, in order to provide the researcher with accurate answers. Cronbach’s co-efficient alpha was used as the measure of consistency of the variable.
In an attempt to determine the reliability and validity of the final questionnaire, a sample of 30 respondents were used in a pre-test phase. During the pre-test phase, the respondents were briefly explained about the research purpose and made aware of the topic of product placement with oral examples, later the respondents were required to fill in a questionnaire concerning product placement in films. Reliability assessment was conducted by determining the cronbach alpha for the questionnaire which indicates the acceptable internal consistency ($\alpha = 0.7249$).

### 3.8 LIMITATIONS OF THE STUDY

The Study has been able to only investigate the Hindi movies market (Bollywood) of the overall Indian movie industry which is about 20% of movies made in India.

The external validity of this research remains naturally limited. Moreover it has been conducted in Surat city and disparity can occur when comparing results from different cities of India.

The Study has adopted a convenience sampling approach (non-probability sampling). The weakness of convenience sampling are that it is difficult to generalize to other subjects, it is less representative of an identified population.

This study was limited by the scope of its participants which were all college students. To add to this, only product placement scenarios were examined. It is possible, although unlikely, that this theoretical framework does not apply to non-college aged demographics or media beyond film.