## CHAPTER - 4 INDEX

**DESIGN OF THE STUDY (METHODOLOGY)**

<table>
<thead>
<tr>
<th>No.</th>
<th>Particulars</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Introduction</td>
<td>81</td>
</tr>
<tr>
<td>4.2</td>
<td>The Case of Study</td>
<td>81</td>
</tr>
<tr>
<td>4.3</td>
<td>Objectives of the Study</td>
<td>83</td>
</tr>
<tr>
<td>4.4</td>
<td>Hypothesis of the Study</td>
<td>84</td>
</tr>
<tr>
<td>4.5</td>
<td>Methodology</td>
<td>84</td>
</tr>
<tr>
<td>4.6</td>
<td>Data Collection</td>
<td>88</td>
</tr>
<tr>
<td>4.7</td>
<td>Data Analysis</td>
<td>89</td>
</tr>
<tr>
<td>4.8</td>
<td>Definition of Terms</td>
<td>89</td>
</tr>
<tr>
<td>4.9</td>
<td>Limitations of the Study</td>
<td>90</td>
</tr>
<tr>
<td>4.10</td>
<td>Summary</td>
<td>92</td>
</tr>
</tbody>
</table>

References
DESIGN OF THE STUDY (METHODOLOGY)

4.1 Introduction
Design of a study is very fundamental as well as essential for a successful conduct and completion of any project of research. Chapter two explains the review of literature and chapter three explains the theory of brand building without mass media. This chapter is devoted to elaboration of the research methodology as envisaged for the conduct of this study. The scope and the objectives of the detailed methodology in terms of type research design, sources and tools for data collection, sampling, data analysis techniques, etc are as under.

4.2 Motivation for the study/ The case of the study
The researcher was working for Sanghi Industries Limited, World's largest cement in 2000. The marketing team was doing heavy preparation for the launching of new cement brand in the brand flooded market, were brand like Ambuja Cement was enjoying clean market leader position and encasing all the marketing benefit. The researcher was surprised when top management and best advertising agencies of India were preparing marketing plan for next five years, with the aim of beating market leader was not using mass media except few corporate advertisements in newspaper and hoardings. Then onwards researcher incline to understand the importance of non mass media in brand Building.
There were several issues that rose during last two decade, like increased importance of relationship marketing,(Kotler, 1997) Fragmentation and rising cost of mass media and more usages of personalized media lead to use non mass media. This triumvirate
category of cigarettes, liquor and gutka, with a whole host of aggressively built brands, will face the frontal assault of an advertising ban. And it is indeed this category that will first need to find the answer to the question whether brands can be built without advertising. (Bijoor, 2006)

Current legislation in the country, and more that will come tomorrow, the government may prohibit the use of mass media for many a product. Doordarshan in the initial days avoided carrying advertisements for the sanitary napkin with the issue of "social sensibility" in mind. And in later days, there was an exclusive slot in late night programming ("after the kids have gone to bed") for advertising that focused on the Nirodh and Carefree advertising of the day.

There may be several issues that raise question of giving advertisement in the mass media, leads to use of non mass media. But the question is that can we build brand without using mass media. This study is an effort towards some of these issues.

4.3 Objective of the study

The study is concerned with brand building without using mass media. As mass media was the dominant media and became myth that one cannot build brand without the help of mass media. Here it was an effort to study, those who have limited budget and want to build brand, for them non mass media is one of the solution.

The following were main objectives of the study.

1. How one can build a strong and differentiated brand.
2. Can Brand building be done with the help of Non mass media
3. Can we save cost and achieve the goal with the help of Non mass media.
4. Non mass media is the best survival policy when brand is fighting for survival.
5. In terms of reaching target audience non mass media is more efficient
6. Non mass media has better affect compare to mass media in different stages of PLC.
7. Non mass media is very useful when brand building is carried out in highly competitive market.

4.4 Hypothesis of the Study:
The hypotheses for the study framed as under for the study.
1. Brand building can be done with the help of non mass media
2. Non mass media is more efficient in reaching target audience.
3. Non mass media has better effect in different stages of PLC
4. Non mass media is very useful in highly competitive market

4.5 Methodology
4.5.1 Research Design
Research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to research questions and to control variance (Kerliner, 1973). The choice of research design depends on the specific research problem and research setting. In fact, the research design is the conceptual structure within which research is conducted; it constitute blueprint for the collection, measurement and analysis of data. (Kothari, 1996) The process of designing a research study involves many interrelated decision. The most significant decision is the choice of research approach, because it determines how information will be obtained. (Aaker, Kumar & Day, 2002) The design includes an outline of what the researcher will do from writing the hypothesis and its operational implications
to the final analysis of data. It anticipates what the client will need in terms of results and the analytical work on the gathered data that will convert it to useful findings. (Luck & Rubin, 1997)

Before going for actual study, an exploratory work was carried out to identify various brand building activities done by different companies, for this purpose it would be relied mainly on secondary information available from books, business magazines, journals, newspapers, and newsletters of different companies etc. The main functions of secondary research were to provide historical background for a current primary research endeavor and to allow longitudinal trend analysis within an industry. (Hair, Bush & Ortinau, 2003) Moreover, to have a basic idea of brand building activities and process of deciding media in different sector certain primary data were collected by informal and unstructured interviews of some senior Brand Manager and other decision making authority in various companies. In this primary study from industry has given lots of motivation to do research in this area. Some companies like Dairy den, most of the cement companies are agreed that non mass media can play a major role in building brand, were chosen for the purpose of pilot study. The advertising agencies, brand managers and some academician were interviewed informally to collect views regarding topic. This information had done good help in framing questionnaire, execution of questionnaire and further analysis of the data. Later the study was carried out with descriptive research design because the exploratory design thought inappropriate for this purpose.

4.5.2 Sources of Data

The Advertising agencies and marketing people of different industry were chosen as a population for the study. The data were collected
from primary sources with the help of structured questionnaire as well as from secondary sources internal & external to the industry. Secondly information, regarding ways of brand building and different media used by companies in different countries were collected from journals, magazines, newspapers, books and through internet. The magazines and Journals, like Journal of media economics, Brand strategy, Communication Research, Business Today, Business India, Journal of Marketing, Harvard Business Review, Advertising & Marketing, Indian Management and Newsletters of companies etc. were used to collect secondary information. With the help of electronic databases like EBSCO, PROQUEST the research work becomes rich in terms of literature review and problem formulation.

4.5.3 The Instrument
A standardized questionnaire will ensure comparability of the data, increase speed and accuracy of recording, and facilitate data processing. (Malhotra, 2004) The instrument used for data collection was a questionnaire with likert scale. The questions were as statement and the responses were taken in 7 degree in the form of agreement or disagreement.

To develop questionnaire more then 400 statements were framed, for the types of non mass media tools with reference to situation decided earlier. Out of those Major five groups has been prepared and total 140 questions finalized for the questionnaire. Scientific Random access method was selected. In which it was explained that there is nothing like right or wrong statement but respondent has to explain whether they agree or disagree in 7 degree.

While framing the questionnaire the study of research objectives was made and the information required being collected were listed out. The questionnaire was drafted with at most care. As the respondents
form a heterogeneous group, enough care was taken to see that it would cater to requirement of all elements in the sample, and also, comprehensible by the all respondents. The questionnaire was pre-tested before it sent into the field, and the questionnaire was given to few senior executives of three different companies and they were requested to estimate the questionnaire regarding its contents, comprehension and ambiguity. Their remarks and suggestions were then pooled in and the questionnaire was revised accordingly.

4.5.4 Sampling

Due to non-availability of detail address of target companies, it will be difficult to go for probability sampling. So the purposive convenience sampling method was followed for drawing the sample for the study.

4.5.5 Sampling Unit

The Sampling unit is a brand Managers/Advertising managers of any company or head of the Advertising agencies, entrepreneurs and academician.

4.5.6 Sample Frame

The field of Advertising is very wide and the number of organizations having separate brand department is also very large. They are of various sizes (small, medium and large). Irrespective to the geographical restriction, big advertising agencies, brand mangers of company, entrepreneurs and academicians were approached for questionnaire response, through email, post, and personally in the near by area. The rate of response was very poor in the email and post, which is less that 1%. So the researcher has to rely on personal approach to get response on questionnaire. Total 101 responses, which were complete and proper, included in the study.
4.5.7 Sample Size

It was decided to approach advertising agencies, who were member of the different advertising agencies association, whose contact detail can be achieved very easily. Hence, all companies were contacted through email questionnaire, but many questionnaires returned either unanswered or undelivered for the reasons unknown. From this it was evident that though the number of advertising agencies is very large, the response was very poor to these companies. At last personal approach was worked and in all 101 respondents responded positively and all were included in sample. Hence the effective sample size for the study remained 101, which was taken as sample.

4.6 Data Collection

After having passed through different stages, the questionnaire was sent into the field mainly through mail. Due to poor response rate through mail, the questionnaires were administered personally and data were collected personally from 62 respondents. From rest of the respondents data were collected through mailed questionnaire. The collected data has been prepared primarily through the frequency summation for tabular and graphical presentation. Preparing the data for the computer applications they were coded as per necessity. The collected data were tabulated, cross-tabulated and where necessary, subjected to statistical tools for analysis. For the purpose of table formation, especially the cross tabulation tables, the raw data was fed in to the spreadsheet, after transfer to form a database. Then the data were analyzed on the basis of selected variables depending on the objective of questions. The data, where found necessary has also been presented in graphical form for easy readability and simplification.
4.7 Data Analysis

Basically, percentile technique is used for majority of the analysis. For some relational aspects, over and above the uni-dimensional analysis and multidimensional analysis is undertaken. Inferential analysis has been done both by detailed reading and interpretation and also through technical analysis through established statistical tools. For the purpose of testing of hypothesis Chi-Square test and The Friedman two-way analysis of variance tests (Siegel, 1973) has been employed on specific data tables. The highlights of each data set are also separately mentioned with the graphical presentation. The Collected data will be analyzed with the help of simple statistical tools and techniques for better presentation and interpretation. Some simple tools, like percentiles, averages, graphs, will be used with the help of MS-Excel, MS Project on computer.

4.8 Definition of Terms

Certain terms used in the study are defined as under, which help clarify concepts and understanding the study results.

4.8.1 Non mass media tools:

The researcher has selected different tools of non mass media. They have been categorized in five major groups-which cover major tools, on the basis of their approach to the customer.

1. Direct Marketing (Direct Sales)
2. Sales promotion
3. E-Marketing (email marketing, telemarketing, catalog marketing, Internet etc.)
4. Event sponsoring
5. Retailing as a tool for brand building.
4.8.2 Brand awareness:
If the brand is newly launch in the market, then how the media
tools are effective in making that brand aware in target audience or
in term of reach to the target audience.

4.8.3 Cost effectiveness:
In achieving the result of brand building how cost effective is
particular media in compare to other media options.

4.8.4 Competitive Market:
Brand building tools' is effective, in term of reaching target
audience, with reference to different competitive market.

4.8.5 Return on Investment:
For brand building, how much investment marketer has done and
on that investment what return, he gets in term of sales growth,
brand familiarity and reaching target customer.

4.8.6 Respondents
In this study the respondents are those who are responsible for
building brand for their organization and decision maker for media,
as well as expert of the field like, advertiser and academicians. who
had been selected for the study and responded to our
questionnaire.

4.9 Limitations of the Study
No effort is ever completed in it, there are bound to some limitations
that restrain in the task of researcher. This research is also subject
to certain limitation; some of the stark limitations are as under:

➢ The brand is booming topic in marketing world, and its field is
very wide. So the research was kept limited in selecting
variables of non mass media. The researcher had selected the
variable with the help of the pilot study and to make this a
complete research exercise, all variables should have been studied irrespective of including them as a part of research

➢ The method adopted for data collection is convenience sampling hence, the limitations of convenience sampling automatically limit the study.

➢ The primary data was collected through mailed and email questionnaire. The response of mail and email is less than 1%. The researches had interview personally 75 respondents, out of total 101 respondents and all those responded were included in sample of study. This may not be amply representative sample of the industry.

➢ The study uses the perception of an individual about, how they take the decision about the media selection and allocation of the promotion budget to find out the relationship and impact of non mass media on different variables by filling out the questionnaire. So respondent's capacity in understating the variables may be the limitation of the research.

➢ With the highest level of effort input the researcher accepts all responsibility for shortcomings in this research and report preparation. Lack of knowledge, clarity of understanding, and poor judgment, taste of choice, linguistic abilities and presentation skills, could be the reasons for the shortcomings.
4.10 Summary:
Chapter four has thus detailed the research methodology that has been employed for the conduct of this work. The research design type, sources of data and the instrument used for data collection have just been discussed; especially the process of the construction of the instrument, tools and techniques of data analysis and the definition of technical terms in context of this study is also brought out. The chapter is closed with the brief discussion of the definition of terms used in the study.
References:


