CHAPTER 6: RESEARCH METHODOLOGY

The research design was divided into two parts—the two parts were so done because the objectives of the respective research design were different. The objective of the first part was to validate and develop the brochure of 24 advertisements (3 each in 8 categories). This process is a subjective process, in which, the primary data generation was the most important part and this involved a two step process:

**Step 1**: print advertisements were selected, sourced from lifestyle magazines and newspapers, for consumer durables, based on intuitive selection related to the 8 variables. There were 48 advertisements in total, 6 in each of the 8 categories.

**Step 2**: making a brochure of 24 advertisements (3 each in 8 categories) through a process akin to "Thurstone Scale Development Technique".

- a) Collection of a large Number of advertisements related to the attributes in question
- b) Having a Number of 6 judges rating the advertisements in reference to the eight emotional factors on ‘7 point verbal balanced scale’.
- c) Studying the frequency distribution of rating for each advertisement over 8 emotional factors and eliminating those for which the judges have given widely scattered ratings.
- d) Finally selecting 3 advertisements for each of 8 emotional factors. Those advertisements with narrowest range of ratings were preferred as being most reliable (annexure 1)

The only difference is that, when preparing the brochure, commercial advertisements were used in place of statements.
The judgemental group consisted of the following:

- 1 post-graduate student
- 1 working executive
- 2 academicians
- 1 psychologist
- 1 advertising professional

They were chosen based on factors of age, education, experience and expertise. The data were collected through a survey technique akin to structured undisguised tool of data collection.

The seven-point verbal balanced scale was made which generically belongs to the measurement scale referred as 'ordinal scale'. The response sheet so designed was close-ended with self-instructions for the target audience to fill it up.

Finally, three advertisements with highest ratings in the categories (in reference to 8 categories) were arrived at looking into frequency pattern and thereby 24 advertisements (3x 8 categories) were selected for the brochure to be finalised.

Table 6.1: Summary of the first part of research design

<table>
<thead>
<tr>
<th>METHOD</th>
<th>SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systematically recorded interaction</td>
<td>The judgemental group was the group with which interaction was done. There were 6 respondents and the initial brochure contained 48 advertisements, so the total Number of interactions were 48x6 = 288.</td>
</tr>
</tbody>
</table>
Contact with each individual lasted from 1 hour to repeated visits for 7 days. The interaction time involved a minimal of 1 day and a maximum of 7 days, the average interaction time being 3-4 days. The encounters ranged from various levels of participation by the researcher.

<table>
<thead>
<tr>
<th>Breadth of interaction</th>
<th>The judges were from the following fields:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 1 post-graduate student</td>
</tr>
<tr>
<td></td>
<td>• 1 working executive</td>
</tr>
<tr>
<td></td>
<td>• 2 academicians</td>
</tr>
<tr>
<td></td>
<td>• 1 psychologist</td>
</tr>
<tr>
<td></td>
<td>• 1 advertising professional</td>
</tr>
</tbody>
</table>

| Primary insights gained/nature of the method | Commitment to help in the process of deciding the preference in terms of the best fit advertisements from a set of 48 advertisements. Also seek their comments wherever relevant. This ensured a thorough process according to the methods followed in Thurstone scaling |
Selected advertisements

- **Acceptance**: Sony Handycam, Bajaj Sunny, Philips Satinelle.
- **Anger**: Modi Xerox, LG Healthwave, Somany Tiles.
- **Anticipation**: VIP Skybags, Videocon Fuzzy Magic, LG Fabricare.
- **Disgust**: Sumeet Kitchen Machine, Modiguard Mirror, Godrej World Series.
- **Fear**: Godrej Smartchef, Ford, Voltas AC.
- **Joy**: Voltas AC, Tata Sierra, BPL TV.
- **Sadness**: Titan Watches, Kelvinator refrigerator, HCL Beanstalk.
- **Surprise**: VIP Elanza, Audemars Piguet, Parryware Glamourrooms.

*Note*: It has to be observed that all the advertisements pertain to products that are relatively durable in nature. The advertisements are included in the annexure.

The second part of the research design had the objective of ultimately developing a causal relationship. This included primarily a lot of literature survey, thereby to help in benchmarking variables which were independent and dependent as the topic of the study is very generic in nature and is not situation specific.

**SECONDARY DATA:**

The researcher prepared a literature survey using the technique of content analysis and initially was able to establish a relation between emotion and advertisements (Agres, Edell & Dubitsky; Aaker & Stayman 1990). The chapters 1, 2, and 3 have ample testimony of literature survey done. Content analysis, as a technique, consists of analysing the content of the documentary material such as books, magazines, newspapers and content of all verbal materials which can either be spoken or printed. Content
analysis is mostly a qualitative analysis. Bernard Barelson’s name is often associated with content analysis. According to Barelson, “Content analysis is a measurement through proportions ..... Content analysis measures pervasiveness and that is sometimes an index of the force.” (1952: 670). A review of research in any area, for instance, involves the analysis of contents of research articles that have been published. The analysis may be at a relatively simple level or may be at a subtle level. It is at a subtle level when the researcher pursues it on the basis of certain characteristics of the document or verbal materials that can be identified or counted (such as on the basis of major scientific concepts in the book). It is at a subtle level when the researcher makes a study of the attitudes, say of the author of an article or record (Kothari 2004).

**HYPOTHESIS:**

Emotional advertisements have impact on consumer response pertaining to consumer durables.

**PRIMARY DATA:**

The data were collected directly from the field of survey. The survey could be of total population or of a representative sample. A truly representative sample is defined as random/ probabilistic sample. The jurisdiction was within the geographical area of Kolkata Municipal Corporation.
SAMPLE:
The sample design was 'probability sample'. The sample unit selection was of 'restricted sampling' type. The technique under restricted sampling that was used to capture the data was 'stratified sampling'.

Stratified sampling occurs when sample to be drawn does not contain homogeneous population. Under stratified sampling, the total sample is divided into sub-sample groups that are individually homogeneous. The sub-sample groups are referred as 'strata'. From each stratum, a random selection of sample units is done. This whole thing gets reflected in the 'sampling frame'. The list of units in the stratum was collected and random Numbers were used to decide on the final sample within the strata.

Table 6.2 : Sampling Frame:

<table>
<thead>
<tr>
<th>Stratum</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>30</td>
</tr>
<tr>
<td>Working executives</td>
<td>30</td>
</tr>
<tr>
<td>Housewives</td>
<td>30</td>
</tr>
</tbody>
</table>

DATA SOURCE:

Tools for collecting data:
The method to collect data was a structured questionnaire. The structuring refers to the question Numbers to be adherently followed sequentially and even the wordings. Again the questionnaire must be of undisguised type. All the respondents were told about the objective of questioning and why such a study was being conducted. Thus it was a questionnaire that could be classified as 'structured undisguised questionnaire'. The
questions were both open-ended and close-ended type. The copy of the questionnaire is given in appendix.

**Question 1** is supposed to find out whether the message communicated in the advertisement is emotional/ rational/ moral in nature. This aims at identifying the generic class of the advertisement message.

**Question 2** is supposed to find out which of the communication effects does the message carry – is it category need/ brand awareness/ brand attitude? How does the respondent rank these effects?

**Question 3** is supposed to find out which of eight emotions is/are being reflected by the advertisement message. If there is any other emotion being reflected, the respondent is supposed to identify that.

**Question 4** is supposed to find out the dominant emotional variable in case of two or more emotional variables getting reflected through the message.

**Question 5** is supposed to find out if the emotional image is transforming/ changing the ranking already mentioned in question 2.

**Question 6** is supposed to find out whether the respondent is interested to see the advertisement for a longer time. This helps to identify the level of involvement of the respondent.

**Question 7** is supposed to find out the level of memory of the respondent in relation to the advertisement. It tries to know whether the respondent can remember only the visual or anything more than that. This also helps to identify the level of involvement on part of the respondent.

**Question 8** is supposed to find out if the message is informational or transformational, as perceived by the respondent.
The rest of questionnaire is meant for identifying the demographic profile of the respondent (age, profession and qualification).

**Types of scales:**

Two types of scales were used – nominal and ordinal. The data to be captured were of attitudinal in nature and normally, such data are captured through these two types of scales. These scales belong to the generic class referred as ‘non-metric’ scale.

**ANALYSIS OF DATA**

It was qualitative and quantitative data analysis done in the research work.

The qualitative analysis has some subjectivity because backed by outputs of content analysis, as previously stated, the data interpretations are interpreted. The subject analysis has been done to corroborate with quantitative findings and thereby, rationalizing the final outcome.

As the scales are nominal and ordinal, the outcome of the survey has therefore been sets of ‘non-metric data’. Simple cross tabulation has been used to analyze data and 50% above frequency has been categorized to be the cut-off category or the modal class. The inferential analysis has been done through non-metric technique referred as ‘chi square test’. The level of significance considered has been 0.05. This test of independence normally judges the significance of such association or relationship between two attributes. Finally a model has been developed in form of a matrix showing relation between emotional factors and involvement.
### Table 6.3: Summary of the second part of research design

<table>
<thead>
<tr>
<th>Method</th>
<th>Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systematically recorded interaction</td>
<td>The respondent group was the group with which interaction was done. Total Number of interaction = 90 respondents x 24 questionnaire (one attached to each advertisement) = 2160. Contact with each individual lasted from 4 to 6 hours, sometimes spread over more than one visit, and mostly separated by intervals. The encounters ranged from various levels of participation by the researcher.</td>
</tr>
<tr>
<td>Breadth of interaction</td>
<td>Respondents were from three different groups: students, housewives and working executives.</td>
</tr>
<tr>
<td>Primary insights gained</td>
<td>Commitment to help in the study to find out a model showing relationship between emotional factors and involvement. This involved ‘non-metric’ data analysis and inferential analysis through ‘chi-square’ test.</td>
</tr>
</tbody>
</table>