3.1 Introduction

This chapter provides a systematic description of all the design and execution elements utilized for this study. The principles which form the basis of this study, its operational elements, methods and tools adapted to design and execute this research in a scientific manner have been presented in detail. The framework or blue-print utilized to conduct the study forms the foundation for successful research. Unless the design stage is comprehensive and refined, the results of the study cannot be generalized. The methodology part of this thesis shall clearly define the research problem, need for research, research objectives, hypotheses, research design, sample design, questionnaire preparation, questionnaire reliability and validity, data collection and data analysis techniques. A solid methodology is like a directive and clear instruction manual, which guides a researcher at every step of the complex process of study and assists the researcher in maintaining coherence with the overall vision of the endeavor.

The aim of this chapter is to clearly define the research methods used to conduct the study. This chapter clearly explains the steps and methods which are used to test the hypotheses. A well-illustrated, pre-planned and systematic research methodology should be given prime importance to maintain high academic standards and worthy research.

3.2 Research Framework

The research framework is as shown in the Figure 3.1. This shall inclusively illustrate all the stages encompassing this research work, beginning from defining the research problem after identifying the need to conduct more study in this area of linguistic analysis of women-oriented advertisements; to defining the overall research objectives, the design of the study and the research methodology, the data collection techniques, analysis and its subsequent summarizations.

3.3 Statement of the Research Problem

A research problem pertains to the realization that there is a research gap somewhere in the existing plethora of knowledge, either in the sense of a theoretical or a practical situation, which needs further probe. This ‘need’ or ‘missing element’ forms the direction for the whole study and propels the researcher to plan accordingly his course
of study. A careful examination of this area helps in setting the research objectives. It establishes the significance of the study, and thus, must be carefully selected.

The present study is centered on investigating the various elements and characteristics of the language of advertising in women oriented advertisements in electronic and print media. This shall be explored through the linguistic features used in these advertisements through various theoretical linguistics characteristics like Phonology, Morphology, Syntax and Semantics. Here, women-oriented advertisements mean those advertisements which are meant for women and advertisements in which women are being employed, whether overtly or covertly.

This study also seeks to analyze the image of women in advertising media; how women are represented in the roles of housewives, babysitters, glamour and beauty representatives and are objectified in order to sell products. Popularly, women have been used to incite interest and garner instant visibility for the brands they appear with, thus raising questions about unfair portrayal from a gender-oriented perspective.

However, this study significantly distinguishes itself as an exploration of the linguistic elements specifically for women-oriented advertising in India, and how the language use is characterized and perceived differently by men and women at large. Peculiar instruments of language and linguistics shall be analyzed in detail to unearth important patterns of language elements and its correlation with gender identity in

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**Figure: 3.1: Research Framework**

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advertising. The scope of this research endeavor shall encompass various aspects of socio-linguistics and core theoretical elements of language use.

### 3.4 Research Design

A research design is a blue-print or a detailed outline of how a study will proceed. The main function of research design is to provide information for the collection of relevant evidence with minimal expenditure of effort and time. (Heppner et al., 1992, p.15) describes a research design as “a plan or structure for an investigation or a list of specifications and procedure for conducting and controlling a research project.” A research design assists in advance planning of the research to be conducted. Thus, a comprehensive research design is a prerequisite for conducting any good study.

To achieve the research objectives and test hypotheses, a mixed method design was utilized in the present study. The first part of the research deals with qualitative analysis of language of women oriented advertising; while in the second part of the research, quantitative approach is used to accomplish the objectives. The motive behind employing this dual method design was to qualitatively explore the peculiar language elements used in advertisements for women at the theoretical level; whereas the quantitative approach was utilized to draw inferences from the results of hypotheses testing and generate empirical inferences from the data analysis. Such a statistical-based analysis would assist in bringing out the differences in perception among target audiences with respect to women-oriented advertising based on several demographic characteristics. Thus, a cross gender perceptual mapping could be done according to the results obtained. Moreover, this would form an in-depth study from the purview of socio-linguistics, where elements of language are studied in relation to social factors.

It is a well known fact that advertisements are created for social groups which is represented by society. Therefore, it is very necessary to know the role of women in the field of advertising which was possible through an intermix of design elements, to have both theoretical clarity and statistical significance. The research design for the present study can be represented through the following flow chart.
The current research is ‘conclusive research’, which means that it can be applied to generate findings that are practically useful in reaching conclusions or decision-making. It usually involves the application of quantitative methods of data collection and data analysis. Moreover, conclusive studies tend to be deductive in nature and research objectives in these types of studies are achieved via testing hypotheses. It will end with a proper conclusion of every discussion. The study will also attempt to describe the studied facts and results so it can be categorized as a ‘descriptive research design’, which means that the study will be conducted to know the results of the hypothesis testing but without manipulating the collected data.

The purpose of descriptive research is to describe the reason and to know about the ‘what was and what is’. It helps to uncover new facts and meanings. Descriptive research is conclusive in nature as a consequence; it also ends at some conclusion. The nature of present study is descriptive. The study is cross sectional in nature because the testing of hypothesis is based on the comparison between two different variables and has a cross sectional time horizon which involves the collection of the information from the sample of population elements only once. It will provide freedom of comparison to the researcher which is a need for current study. It is very important to select an appropriate research design for correct analysis and results. Research design is a backbone of the study.
3.5 Research Objectives

The objectives of this study were categorized into two parts depending upon the approach utilized for analysis i.e. qualitative and quantitative.

1. To explore the role of women in women-oriented advertisements in electronic and print media, with special reference to vocabulary elements.

2. To assess linguistic elements in women-oriented advertisements.

3. To analyze and highlight the use of women in advertising media.

4. To find significant differences in perception of women oriented advertisements among different respondents characterized by different genders, age groups and educational status.

3.6 List of Hypothesis

Hypothesis is usually considered as the principle instrument in research. It is a generalization that is made by the researcher to test the validity of the study. Thus, hypothesis testing enables us to make probability statements about the collected data. It’s merely an assumption or some supposition to be proved or disproved. But for a researcher, hypothesis is a formal question that he intends to solve. In the context of this study, six testable statements (hypothesis) are generated to examine the linguistic specialties of women-oriented ads in advertising media. As the structure of the present study allows, there are three hypotheses for the qualitative study, which are as follows:

1. The language of advertising is becoming women oriented and there is much more influence of women artists in the field of advertising media.

2. There is a greater impact of women orientation on the linguistic elements which are used in advertising.

3. Women oriented advertisements are incomplete without a perfect sweet female voice.

In the present study, there are three predicted statements or hypotheses for the quantitative study, which are listed below:
H₀₁. There is no significant difference in the perception of male and female respondents regarding women oriented aspects of advertising.

H₁ There is significant difference in the perception of male and female respondents regarding women oriented aspects of advertising.

H₀₂ There is no significant difference in the perception of graduate and post graduate respondents regarding women oriented aspects of advertising.

H₂ There is significant difference in the perception of graduate and post graduate respondents regarding women oriented aspects of advertising.

H₀₂ There is no significant difference in the perception of respondents regarding women oriented aspects of advertising on the basis of age groups (<30 and >30 years).

H₃. There is significant difference in the perception of respondents regarding women oriented aspects of advertising on the basis of age groups (<30 and >30 years).

3.7 Research Methodology

It is a way to systematically solve a research problem. In research methodology, a researcher gives the step by step detail of process which was being followed for the conduction of successful research. Madan (1972), identified different meanings associated with the word ‘methodology’. It referred ‘to the methods, techniques, or tools, employed for the collection and processing of data’ or sometimes it is ‘used to designate the concepts and procedures employed in the analysis of data to arrive at conclusions.’ (p.283).

In all researches, the objectivity of the investigation is contingent upon the accuracy of research methodology. The choice of research methodology is determined by the nature of research, because every research demands a particular process and operation to be undertaken for carrying out any research. It is necessary to carefully adopt the appropriate research design, selecting standardized tools, drawing sample through sample technique, taking correct steps for collecting and analyzing data. Methodology for the present study can be classified into two broader categories which are discussed below.
3.7.1 Methodology for the Collection of Qualitative Data

The data for qualitative study has been exhaustively collected from electronic and print media to focus and highlight the role of language in advertising. The data from electronic media was collected and preserved in the form of recorded videos whereas, for the data from print media was collected in form of newspaper and magazine cuttings. The collected data were subsequently analyzed on two planes. The first aspect deals with finding out the linguistic features and manipulations in the language of advertising. While on the other hand, data shall be collected and analyzed at the intrinsic level to find the perceptual insights and beliefs for having increasing women-orientation in advertisements.

3.7.2 Motivation behind Qualitative Approach Applied

‘Motivation’ is a force that enforces us to do something. Behind doing any research, many reasons get implied. Qualitative research is a situated activity that locates the observer in the world. In qualitative study, a researcher explores what exists in the real world. We can say that it is based on observation and experiences. The concern of the present study is to see the language aspect of advertisements which requires a serious and deep observation that is a primary step of every qualitative study. Under this section, a list of women oriented advertisements will be analyzed to find out the linguistic elements. Special attention will be given to vocabularies used to grab the attention of viewers. This shall enable to qualitatively explore the peculiar language elements used in advertisements for women at the theoretical level, an important aspect of socio-linguistics.

3.7.3 Methodology for the Collection of Quantitative Data

Data for quantitative analysis has been collected using a structured survey instrument with a formalized set of questions, administered to the target respondents. The respondents were contacted either personally or through emails and phones. The requisite information regarding background of the study and the instructions for filling up the questionnaires was carefully delivered. The questions were carefully selected and refined after subsequent rounds of pilot study and expert consultations. Since data collection marks the actual execution of the design stage of any study, it
was conducted after methodical planning and by using the right techniques and objectivity.

3.8 Sample

Sampling is the act or technique of selecting a representative part of a population for the purpose of determining the characteristics of the whole population. A sample is any number of persons selected to represent the population according to certain rules. A good sample is one which is unbiased and true representative of entire population. Keeping in view the objectives of the present study, 100 respondents were selected. Purposive (non-probability) sampling technique was used for the selection of sample. The sampling frame comprised of respondents between the ages of 20 to 40 years, with a good blend of educational status, enabling the data collected to be more representative and covering a broad range of perspectives. The younger respondents infused their viewpoints regarding women-portrayal in advertising which serves as significant corollary for what the youth of India thinks on these issues. The slightly older respondents generated relatively mature and stable perspectives on what they feel about the engagement of women in advertising and the image-creation in today’s contemporary business society. Moreover, their perspectives also inculcate with it a sense of maturity as they are the ones taking important decisions for their family, doing jobs, and holding influential social positions with concrete streams of mentalities. The diversity in educational status of the respondents also ensured suitable multiplicity in gathering viewpoints on this issue.

3.8.1 Sample Characteristics

A detailed description of main characteristics of the target respondents from whom data has been collected for this study has been illustrated in the section below. Table 3.8 shows the demographical characteristics of the respondents. Based on gender, 53% of respondents were males and 47% of the respondents were females. When respondents were divided on the basis of their age, 32% of the respondents belonged to the age category above 30 years of age and 68% respondents were less than 30 years of age. Division was also made on the basis of education, 43% of respondents were graduates and 52% among them were post-graduates and above.
Table 3.1: Showing Sample Distribution

<table>
<thead>
<tr>
<th>Category</th>
<th>Groups</th>
<th>No. of sample</th>
<th>Percentage %</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>53</td>
<td>53</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>47</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>&gt;30 yrs</td>
<td>32</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>&lt;30 yrs</td>
<td>68</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>Graduates</td>
<td>43</td>
<td>43</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>PG &amp; above</td>
<td>57</td>
<td>57</td>
<td></td>
</tr>
</tbody>
</table>

The illustrated sample distribution of gender is shown with help of pie chart given below:

Figure 3.3: Sample Distribution of Gender Representation

In the figure given above, it is clearly shown that 47% of the total population comprised of females and 53% was males. Number of male respondents is greater than females which shows a positive sign towards received responses because the opposite sex will answer more critically and without any biasness. Since this study hinges on gender perceptions and the linguistic aspects of advertising, therefore this insight can be a useful direction for the overall results generated.
In the figure given above, it is clearly shown that 32% of the population was in the age group of >30 years and 68% of the population was < 30 years of age. Difference in age group will help in getting responses from the perspective of generation gap as well. Age was one of the crucial factors while selecting respondents because for asking sensitive and mature questions related to the role of women in advertising media, the respondent must be intellectually suitable to understand the underlying connotations of gender specific portrayal of women in advertising. Our filter criterion was to not have respondents less than 18 years of age.
This figure represents that 57% of the respondents were graduates while 43% of them were post-graduates and above. The respondent base was well educated which shows that the intellectual capacity of the respondents was well suited for this study, as the questions dealt with serious content about women-portrayal in advertising and a general intellectual maturity and grasping power was needed from the people who were given the questionnaires to complete the study. Younger minds perhaps would not have garnered accurate responses as the understanding and reasoning power of symbolism in advertising would be deficient in them. Therefore, academic background was an effective criterion to base our respondent base on, especially keeping in view the main objectives of this research.

3.9 Questionnaire Design

A self-developed, structured questionnaire was used to measure the perception of respondents regarding women-oriented advertisements. The questionnaire contained 20 items representing different aspects of women representation. The questionnaire was based on ‘5 point likert scale’ ranging from (1) strongly disagree (2) disagree (3) neither agree nor disagree (4) agree and (5) strongly agree. An open-ended question about what is the individual respondent’s opinion about the portrayal of women in contemporary advertising was also part of the questionnaire to enable more profundity and clarity in responses. Such an open approach would encourage spontaneous insights and real feelings, opinions and beliefs that people hold about this issue.

The first part of the questionnaire was formulated to inquire about the demographic information of the respondents. In the same series, four questions were framed to find out the television viewing and radio habits of the respondents. Five questions were based on the role of women in advertising media. In general, the questions were designed to discover the viewpoints about portrayal of women in advertising. Additionally, some questions about print media were included to record insights of the respondents on the reading habits and attentiveness towards advertisements in general. We wanted to know what strikes their fancy when a woman is portrayed as a prime endorser in an advertisement. A product list was provided in the questionnaire to enable the respondent’s record their degree of women-endorser strength with respect to various categories of products like cosmetics and household products.
Interestingly, a list of products meant for male usage was also drawn which incorporated a female voice, or a female endorser in their advertising campaigns. The respondents were asked to mark their opinions related to the use of female artists in these ads.

3.10 Methods of Data Analysis Used

The data collected will be recorded, screened and prepared for analysis using the statistical package for social sciences (SPSS-21), and shall be analyzed qualitatively and quantitatively using different indicators and theoretical concepts. Given below are the tools employed in this study to enable systematic and in-depth analysis of the data collected in order to generate valid conclusions later on.

The data for linguistic analysis was taken from secondary sources (electronic and print media), women-oriented advertisements and relevant data from newspaper and magazines were preserved in the form of downloaded video clips and cuttings of newspapers and magazines. Data was analyzed by using statistical package for social sciences (SPSS) version 16.0. In order to answer the research questions, t-test was applied on the factors of age, gender and education.

3.10.1 Research Tools for Qualitative Study

For qualitative analysis of the language elements utilized in women- oriented advertisements, the following linguistic elements were examined in detail:

- Phonology
- Morphology
- Syntax
- Semantics

Advertising jingles have been taken as tool to link the impact of women orientation to linguistic input. The above mentioned linguistic elements were used as an instrument for extraction of the linguistic elements from advertisement tag lines.

3.10.2 Research Tools for Quantitative Study

The research tools selected for empirical analysis of data in order to generate meaningful results from quantitative analysis were the techniques of independent
samples \textit{T-test} conducted through SPSS. This was suitable selected as an appropriate approach to assess differences between groups or factors. Here, in context, we wanted to assess the differences (if any) in the perception of women-oriented advertising features based on gender, age and educational status. This would enable us to find out the perceptual leanings, and the theoretical concepts underlining them across our sample categories. The \textit{independent samples T-test} is one such technique which can be utilized to test for significant differences between groups and lead to hypotheses testing.

3.11 Data Screening and Preparation Procedures

Data was screened and prepared for analysis, and the collection of data was done diligently ensuring errors are kept to a minimum. The following procedures were adopted for the survey. First and foremost, the researcher studied a plethora of literature for finalizing items of questionnaire related to advertising media. Subsequently, a sample of 20 respondents was chosen to conduct a pilot study, to identify possible refinements needed in the questionnaires. Post refinements and modifications, a formally structured survey instrument in the form of a questionnaire was distributed among 100 respondents. Out of these, 46 questionnaires were sent online through Google forms and the 54 were distributed to the respondents in hard copy. The process of data collection spanned across a period of 6 months. After data collection, it was prepared and screened for statistical adequacy and missing data forms were removed (if any).

Moreover, data was analyzed on two grounds: qualitatively for linguistic descriptors and conceptual analysis of language elements in women-oriented advertising; and quantitatively for statistical significant differences between groups on their perceptions of women-oriented advertising. Finally, the results obtained from both types of analysis were studied in depth and interpreted to lead to valid conclusions and practical applicability.

3.12 Data Assessment through Reliability

When appraising the steadiness and validity of any study, its reliability assessment comes to the forefront. As an important indicator of the data adequacy for statistical analysis, this stage has to be calculated in any scientific research. It is done to check
the suitability of the data, indicating the consistency or stability of measurement. The judgement of reliability for this study was done through Cronbach’s Alpha which measures the internal consistency of the measurement items, underlying the conceptual framework of a research. Values range from 0 to 1, with higher values indicating greater reliability. While different levels of reliability are needed, depending on the nature and purpose of the study, Nunnally (1978), recommends a minimum level of 0.7. Chronbach’s alpha value of 0.70 and above has been considered acceptable. The Cronbach’s Alpha reliability of all the items included was calculated using SPSS software and was found to be acceptable for analysis.

3.13 Summary

The thorough methodology adopted for this study has been presented in this chapter to give a comprehensive layout of all the design elements incorporated to conduct the study. All the conceptual principles, methods, stages of data collection and preparation, and statistical/ conceptual tools utilized to design and carry out this study has been presented in this part of the thesis.

The statement of the research problem and objectives, formulation of hypothesis, data collection and sampling decisions along with data analysis techniques has been explained in this chapter.