CHAPTER 2

RESEARCH DESIGN AND METHODOLOGY
CHAPTER 2

RESEARCH DESIGN AND METHODOLOGY

2.1 Introduction

2.2 Statement of problem

2.3 Review of Literature

2.4 Importance of study

2.5 Scope of study

2.6 Objectives of study

2.7 Hypotheses of the study

2.8 Research Methodology

A) Primary data

1) Selection of the city

2) Selection of the location of companies / organizations and Web ad agencies

3) Selection of Sample

   i) Customers

   ii) Companies / organizations

   iii) Web ad agencies

B) Secondary Data
C) Questionnaires

D) Statistical Techniques

2.9 Time Budgeting

2.10 Limitation of the study

2.11 Chapter scheme
2.1 Introduction

The study is related to techno-economical aspects of Web advertising. The researcher has used survey based research methodology to carry out this research. In this research purposive sampling method has been used for the purpose of data collection. It is not possible to identify the definite population; therefore a random sample is not possible. The method of selection of sample is described in this chapter. And after that the nature of primary data is explained.

2.2 Statement of the Problem:

Due to rapid growth in information technology the Web has become the most preferred and popular tool for accessing as well as providing information on the network. Now a day for most of the business used Internet as a communication media. It is also allowing greater flexibility in working hours, location and it can be accessed virtually anywhere. It is also easier than ever before for individuals and organizations to publish ideas and information to an extremely large audience one net with the help of Web advertisement. To know the detail about the Web advertisement, the researcher has selected the topic titled “An analytical study of techno-economical aspects of Web advertising”.

2.3 Review of Literature:

The researcher has given the review of literature separately in the chapter 3.
2.4 Importance of the study:

Long back the days have gone for simple selling. Today, traditional well defined marketing models don’t work any more. The latest trends in marketing which are more customers centric since today’s customers have unique needs and interests and they demand that businesses understand and meet those individual needs. Marketing with new technology focused to deliver to customers on an individual basis rather than mass consumerism.

Now-a-days through technology, companies can study customer demographics and trends to market the product to the right people at the right time. To satisfy these customers, major marketers must shift from mass marketing to selling to millions of individual customers. The new technology can be used to develop new markets and grow the existing ones.

Web advertising is a new way of marketing, in which marketers increase sales and build brand awareness via the Internet. Unlike T.V., cinema & other visual ads channel web is a graphic media containing information in the form of text, pictures & hyperlinks. It provides a rare combination of web design, web software and web marketing: in fact complete online solution. "Think globally, act locally" is now the mantra for entrepreneurs advertising on web. Web advertising gives the ability to display message to thousands of Internet users who visit web sites. Or if one prefers to target a specific set of Internet uses, one could display the message on select web sites which cater to one’s target audience.
There are number of challenges in the field of advertising with traditional as well as web advertising, which is altogether different from the traditional one. That’s why this study is important. It is needed to know unique needs, interests and the demand of the customer. It is the need to identify and focus on the strength and weakness of different types of advertising methods. The researcher wants to study how web is an useful tool of marketing through Internet, which is now a days widely and equitably available and affordable for all the users. It is the basic need to identify views and attitude of companies and customers about web advertising. It is the need to focus on design aspect of web advertisement, which decides effectiveness of web advertisement. It is also needed to know which sectors get benefited from web advertisement and which sectors should be tapped by the organization through web advertisement to target the audience.

2.5 Scope of the Study:

The researcher has restricted the investigation

1. to Pune urban region
2. to agencies that design Web ad
3. The product/services manufacturing/ creating organizations; which use Web advertisement as a promotional method for their products/service.

The researcher has considered the Pune region for the study since Pune is the second largest city in the western Indian state of Maharashtra. It is known for its educational facilities, having more than a hundred educational institutes and nine universities, as well as its growing industrial facilities.

http://en.wikipedia.org/wiki/Pune
Pune was called "The Oxford of the east" by Jawaharlal Nehru, India's first Prime Minister, due to the well-known academic and research institutions in the city. Pune attracts students from every nook and corner of the world. Foreign students find Pune very peaceful and safe compared to other educational cities of India. Pune's economy is driven by its manufacturing industry, although information technology has become increasingly prominent in the last decade. Now Pune, is transforming into a vibrant modern city with bubbling activities in IT and Hi-Tech sectors. There is plans to make Pune India’s first wireless city. Intel Technology Pvt Ltd, Pune Municipal Corp (PMC) and Microsense joined hands to commercially roll out the first phase of a 802.16d Wi-Fi (Wireless Fidelity) and WiMax network in the city. This will lead to increase in number of internet connection and use of internet.

During the course of the thesis the researcher will focus on the study the impact of web advertising on customer acceptance in Pune region. The Researcher will also study the different designing aspects of web advertising and will find out the relation between these aspects and Web ad cost.

The geographical location of the Pune city is indicated by the map 2.1, 2.2 and 2.3 as follows

Map 2.1 Location of Maharashtra in India
Map 2.2 Location of Pune district in Maharashtra
Map 2.3 Map of Pune district indicating location of Pune city
Map 2.1 Location of Maharashtra in India

Source: www.mapsofindia.com
Map 2.2 Location of Pune district in Maharashtra

Source: www.mapsofindia.com
Map 2.3 Map of Pune district indicating location of Pune city

source: http://www.mapsofindia.com/maps/maharashtra/pune.htm
2.6 Objectives of study:

The objectives of the research study are as follows-

1. To study the awareness of Web advertising in Pune city.
2. To study customer attitude towards Web advertising.
3. To study the different technical aspects of Web advertising.
4. To study the experiences of the company availing of the services of the Web advertising.
5. Comparative study of cost of web advertising and traditional methods of advertising.

2.7 Hypotheses of the study

The researcher has tested following hypotheses in this research work.

1. Attitude of customers towards Web advertising is positive.
2. Web advertising influences online purchase decisions of buyers.
3. Flash seems to be the most popular software tool currently used for designing of web advertising.
4. Web advertising is one of the popular media of advertisement.
5. Web advertising is an economical method of an advertisement from the viewpoint of companies/organizations.

2.8 Research Methodology:

Research is an art of scientific investigation. The Advanced Learner’s Dictionary of Current English has given the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge.” Research is considered as an endeavor to arrive at answers to intellectual and practical problems through the application of scientific methods for knowable universe. It is the movement from known to unknown. It simply means a search for facts. It is an organized inquiry. Research is a scientific and systematic search for pertinent information on a specific topic. According to Clifford Woody, research comprises “defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deduction and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.” Research is really a method of critical thinking. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement.

This research study is of Web advertising in Pune city. It utilizes both primary and secondary data.

A) Primary data:

---

25 C.R. Kothari, Research Methodology Methods & Techniques, p. 1-3
Primary data are obtained through a survey. Such data is first hand and original in nature. There are several methods used for collecting primary data. Particularly in survey, the important one are – observation, interview, questionnaire, schedules, e-mail survey, telephone survey etc. Each method has its advantages and disadvantages.

The primary data collected by the researcher can be explained in the following manner.

1) **Selection of the city** –

The researcher has used purposive sampling method to select city for the purpose of study. The researcher has selected PUNE CITY as it is “The Oxford of the east” and also center of IT activity. The researcher has also ascertained that there is scope for Web advertising which leads customer to online purchase.

2) **Selection of the location of companies / organizations and Web ad agencies** –

In order to study techno-economical aspects of Web advertising, the researcher has located eight sectors as given below

i) Real Estate

ii) Finance

iii) Service sector

iv) Education

v) Computer

vi) Marriage Bureau

vii) Tourism / Hotel Industries

viii) Auto car/ Automotive
The locations of these specific areas are ascertained for the collection of primary data.

3) Selection of Sample –

The study is concerned with techno-economical aspect of Web advertising which includes the survey related to the Web advertising agencies; company/organization who are giving advertisement on Web and customers who are using the Internet.

To know the total number of Web advertising agencies, companies and internet users in Pune city, the researcher has visited many Web site some of them are listed here:

- www.internetworldstats.com
- www.yahoo.com
- www.punediary.com
- www.esakal.com
- www.punebap.com
- www.google.com
- www.lokmat.com
- www.pudhari.com
- www.loksatta.com
- www.nua.ie
- www.punescoop.com
- www.rediff.com

Along with this researcher has confirmed the list of companies and Web ad agencies from secondary information received from Maharashtra chamber of commerce and Telephone Directory.

The primary data are collected from

i) Customers

ii) Companies / organizations

iii) Web advertising agencies

i) Customers:
The researcher has selected 375 customers on the basis of purposive sampling method. There are five Internet service providers in Pune – BSNL (Bharat Sanchar Nigam Limited), Airtel, Reliance, Tata Indicom and Hathway. Total population of Internet users in Pune city is near about fifteen thousand. By the formula of Krejcie and Morgan, if universe is 15000 then sample size should be 375.

The customers include Students, Teachers, Software Professionals, Business men, Cyber café and others from different areas of Pune city such as Pune camp, Deccan Gymkhana, Hadapsar (Magarpatta), Hinjawadi, Shivajinagar, Karvenagar, Sinhgad Road, Satara Road and Swargate.

ii) Companies / organizations:

The researcher has selected 60 companies on the basis of purposive sampling method. Out of 60 companies comprising eight sectors, 47 (78.33% ) have responded. The eight sectors are Real Estate, Finance, Service Sector, Education, Computer, Marriage Bureau, Tourism/Hotel Industries, Auto car/Automotive. These are the common sectors generally appearing on the different Web sites. During fieldwork in the pilot phase it was found that very few sectors are using web based online services. It was identified that the Real estate sector has responded the most, followed by computer and service sector. It has been observed that many other sectors other than above mentioned sectors are availing the facility and have started recently using this service.

“Pune city” has been very positive with this service but has recently started into its usage.

The list of 47 companies/ organization is given in Appendix 4.

iii) Web ad agencies:
The researcher has obtained the list of Web ad agencies from the aforesaid sources. There are many Website designing agencies present in Pune city but related to Web advertisement design only few agencies are there. The total number of 17 such agencies was found and out of this total 17 Web ad agencies 11 agencies (64.70%) have given the response.

The list of 11 Web ad agencies is given in Appendix 5.

Following steps were used for collecting the primary data.

i. Distributing the questionnaire & getting filled by the concerned respondents, for this purpose, online questionnaire as well as manual method was used for collecting data.

ii. Personally visited to advertising agencies that are working in the field of Web advertising design & with the designers the technical aspects of Web advertisement was discussed.

iii. Telephonic and/or personal interview conducted with the company /organization heads or higher authority to know about advertising budget and information about the product sale with reference to Web advertisement.

The Table 2.1 shows the sample size used for the study.

**Table 2.1 Sample Size**

<table>
<thead>
<tr>
<th>Sample No.</th>
<th>Constituents</th>
<th>Number of sample point in the sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Customers</td>
<td>375</td>
</tr>
<tr>
<td>2.</td>
<td>Company/organization</td>
<td>47</td>
</tr>
<tr>
<td>3.</td>
<td>Web advertising agencies</td>
<td>11</td>
</tr>
</tbody>
</table>
**B) Secondary Data:**

The Secondary data is used to study theoretical background of Web advertisement with the help of earlier research study made by the others. It is also used to know merits and demerits, limitations of Web ad and its present awareness with the help of available data. It is helpful to study the objectives and hypothesis framed for the present study.

The secondary data were collected from Reputed Journals and Magazines, Newspapers, Articles, Internet Websites and Archives.

To collect this data the researcher has visited various Libraries. Few of these libraries are Jaykar Library (Pune University,), British library, Nirma Institute Of Management (Ahmedabad), Sinhgad Institute of Management Library, Indsearch Library and ICFAI (Institute of Chartered Financial Analysts of India) library.

**C) Questionnaires:**

Three separate questionnaire are prepared each for the following groups –

1) Customers

2) Companies / organizations

3) Web advertising agencies

First questionnaire is meant for users of Web ad (customers) it contains personal information along with their intention & demand for Web advertising. It also relates to online purchase trend of customers.
Second questionnaire is for companies / organization. It contains information about company / organization. It specially highlights technical aspects of Web ad such as type of Web ad, size of Web ad, duration of Web ad etc. which affects the cost of Web ad. It also contains the composition and cost of different types of traditional advertisement and Web ad.

Third questionnaire is for Web advertising agencies. It contains information about agencies and technical aspect from design point of view such as software tool used for designing, type and size of Web ad etc.

All the three questionnaires were uploaded on the Web to get online response. For this online questionnaire ASP (Active Server Pages) and JSP (Java Server Pages) coding was done. Personal interviews were conducted & questionnaires were filled. The three questionnaires are given in Appendix 1, 2 and 3.

D) Statistical Techniques:

The researcher has collected primary data in the field work. The said data is properly analyzed with the use of SPSS (Statistical Package for the Social Sciences) package with version 14.0. The research has used statistical techniques such as averages, percentages comparison, cross-tabulation. In addition to this, the techniques of hypothesis testing are also used. Necessary graphs, charts are also prepared to support the analysis of the data whenever necessary.

2.9 Time Budgeting:
The researcher has concentrated on the duration from 2004-2005 to 2008-2009 to study the techno economical aspects of Web advertising.

2.10 Limitation of the study:

1. It is purely a study of users of Web ad, Web ad agencies & companies/organizations located in Pune city only.

2. The population in respect of users, agencies & companies can not be exactly ascertained as there is no exact information center in Pune city. However researcher has made an attempt to locate maximum number of agencies in Pune city.

3. The information collected from agencies and companies is corrected by persuading the concerned agencies as they are not generous to provide the information.

4. The qualitative aspect of research is the awareness of the use of Web ad it can not be quantified.

2.11 Chapter Scheme:

The chapter scheme for this thesis is as follows

<table>
<thead>
<tr>
<th>Chapter No.</th>
<th>Name of Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
</tr>
<tr>
<td>2</td>
<td>Research Design and Methodology</td>
</tr>
<tr>
<td>3</td>
<td>Review of Literature</td>
</tr>
<tr>
<td>4</td>
<td>History of Web advertising</td>
</tr>
<tr>
<td>5</td>
<td>Data Presentation, Analysis and Interpretation</td>
</tr>
<tr>
<td>6</td>
<td>Findings and Suggestions</td>
</tr>
<tr>
<td></td>
<td>Abbreviations</td>
</tr>
<tr>
<td></td>
<td>Appendix</td>
</tr>
</tbody>
</table>
The first chapter is of Introduction where researcher has given brief background about the study.

The second chapter, Research Design and Methodology has discussed the importance, scope, objectives and hypothesis of study. It also describes the research methodology and research design.

The third chapter deals with Review of Literature. It describes the review of the existing available literature on Internet, Web advertising and traditional advertising. It gives an insight of history about Internet, Web advertising and development in this field.

The fourth chapter, History of Web ad highlights about Web advertising and techno-economical aspects of it in depth.

The fifth chapter presents the analysis of the data in two parts, Part – I Customer and Part – II Companies and Web advertising agencies. This chapter deals with the testing of hypothesis.

The last (sixth) chapter summarizes observations, the conclusions, findings and suggestions of present study.

Abbreviations, Appendix and a selected bibliography are given at the end.