Chapter 2: Research Methodology
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The research study is undertaken and it is to be completed. The process through which the study would be completed is called research methodology. Research methodology describes the method of conducting the research study. It shows the logical sequence of the steps of research process from beginning to completion. It includes the following aspects:

(a) Type of Research

To study the research topic, out of descriptive, experimental and exploratory the descriptive research is suitable. So it is selected because nature of topic is more theoretical. The other types are not found suitable.

(b) Sources of Data

There are two types of data i.e. primary and secondary. For our study purpose, there will be requirement of the both data. Primary data have been collected from managers, and employees of the companies, advertising agencies, media companies, customers, TV viewers, readers those who are directly or indirectly connected with advertising and media. Primary data are the data collected by the researchers first time and before the research these data are not available in any form. These are the current data relevant to the topic of the research. The primary data are having own advantages and disadvantages. Main advantages are the data are current, relevant and accuracy of data is high. The disadvantages are the data takes more time, efforts, costs for data collection.

Secondary data collected from the records of the companies like financial statements, monthly records of media planning and other relevant records. The secondary data are those collected by the second party in the past for its own requirement, not relevant to the current study. These are available in any published from ready for use. These data can be used with certain modifications. These data are having their own advantages like readily available, less time, efforts and costs are involved. The disadvantage is that it is not relevant, current and accuracy may be suspected. As per the need of the research study the data combination has been decided.
(c) **Instruments for Data Collection**

There are different types of instruments available for data collection, out of them the following instruments have been used mainly:

(i) Interview
(ii) Questionnaire
(iii) Telephones, Mobile phones
(iv) Mail and e-mail
(v) Internet
(vi) Television
(vii) Newspapers, Magazines and journals.
(viii) Camera and tape recorders.

The data collected through these methods as per the requirements. One instrument has been considered at a particular point of time as per its suitability and other at a different time. There is no rule that all above mentioned instruments should be used. These have been used as per the need for the study.

(d) **Methods of Research**

There are three methods i.e. survey, observation and experiment. Survey is used to collect quantitative information about items in a population. Surveys are used in different areas for collecting the data even in public and private sectors. A survey may be conducted in the field by the researcher. The respondents are contacted by the research person personally, telephonically or through mail. This method takes a lot of time, efforts and money but the data collected are of high accuracy, current and relevant to the topic. Observation is a complex research method because it often requires the researcher to play a number of roles and to use a number of techniques; including her/his five senses, to collect data. The observer puts himself in the actual situation and watch carefully. On the basis of his knowledge, skills and experience he collects the data without contacting the respondents. The third method is experimental method in which the experiments are carried in laboratory by the experts and on the basis of results the data are given. For collection of primary data survey and observation methods will be suitable for the study. These two methods will be used.
(e) Sampling  
It is not possible to collect data from all persons of the universe because it takes a lot of time, efforts and money to complete the research. In universe there may a large number of persons for study. It is a group of individuals, persons, objects, or items from which samples are taken for measurement. For research purpose a part of the population is selected. Sampling is the process in which a representative part of the universe is selected. This is called a sample. It is easier to contact a smaller part of the population for data collection. It can be done within a limited time, efforts and with minimum cost. For research study the employees of different companies and agencies as customers, advertising agencies, media companies, readers, viewers of advertising as customers and customers across the Gujarat state formed part of universe. All these cannot be selected and contacted due to limitation of distance, time and cost involved. For proper and timely study sampling is necessary.

(f) Sampling Method  
First of all cities of Ahmedabad, Baroda, Surat, and Rajkot have been selected on the basis of the assumption that the sample selected from these cities would represent the population of whole Gujarat state and India as a whole. The employees of advertising companies, agencies, media and customers from these cities have been selected with proper case that every segment of the population should get the proper representation. They have been selected from every strata of the city. For sampling purpose stratified random sampling method has been used to get a proper representative sample of the universe. From these cities first segments have been made and each segment on the basis of availability the samples have been picked up.

(g) Sample Size  
To represent every segment of the universe the sample size included sufficient in number. For higher accuracy of the data very small and large sample sizes are avoided. The sample size selected is 200. Large sample size has been avoided due to its difficult to manage and small size of sample is avoided due to improper representation of the universe and one sided result.

(h) Time Duration  
The PhD research study has been carried out within the time frame permitted meticulously.
Within period of two years it has been completed and submitted.

(i) **Statistical Tool and Data Analysis**
Data have been analysed and tested with the help of tables, charts, diagrams, percentage, and chi- square test has been used.

(j) **Hypothesis**
In the research study the following hypothesis will be used.

(i) **Null Hypothesis**
- There is no need for advertising for promotion of business in present competitive situation.
- There is no significant impact of effective advertising and media planning in achieving the advertising objectives.

(ii) **Alternative Hypotheses**
- There is need for advertising for promotion of business in present competitive situation.
- There is significant impact of effective advertising and media planning in achieving the advertising objectives

(k) **Limitations**
As it was anticipated, during research work following limitations were faced:
- Non availability of contacts and persons themselves for study at decided time.
- Distance involved
- Inadequate response from respondents
- Hesitation in sharing information
- Avoided to give appointment for interview
- Non availability of secondary data from records
- Time, cost and locations were difficulties
- Sample size may be less representative of whole universe.

To overcome the expected difficulties and to complete the study, sincere and timely efforts have been put.