

*CHAPTER III*

*RESEARCH METHODOLOGY*

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### **RESEARCH METHODOLOGY**

A well planned research methodology will make possible the smooth sailing of the research objective and thereby making research as competent as possible yielding maximum information with the optimal effort and time. The research methodology is a way to systematically solve the research problem along with the logic behind them. The various aspects of methodology adopted in the present study are discussed below.

#### **3.1 RESEARCH DESIGN**

The research in advertisement aims to searching the new ideas and knowledge pertaining to the growth of advertisement in various media. The advertisement research can be carried out in several areas like media research, copy testing, advertisement message testing, impact of effectiveness of advertisement etc.,. The present study aims to analyse the advertisement impact and effectiveness is carried out with following research design.

#### **3.2 LOCALE OF THE STUDY**

Coimbatore city was selected as the study owing to the reason that, it is the second biggest city in Tamilnadu. It is an industrial hub with educated population, middle class, active environmental organization spreading awareness on advertisement at the pioneer stage guiding towards advertisement effectiveness.

#### **3.3 PERIOD OF THE STUDY**

The study covers the period of six months from January to July 2013.

#### **3.4 SOURCE OF DATA COLLECTION**

The study is contains both primary and secondary data. The primary data were collected by using structured interview schedule was distributed to 200 respondents in the Coimbatore city.

#### **3.5 DATA SOURCE**

Data refers to the facts, figures or information collected for a specific purpose. There are two types of data, namely

- Primary data
- Secondary data

### **(i). PRIMARY DATA**

Primary data are those, which are new and original in nature. These data are the first hand information generated to achieve the purpose of the research. The primary data were collected through a structured pre-tested interview schedule. The interview schedule has been prepared in such a way that the respondents were able to express their opinions freely and frankly.

### **(ii). SECONDARY DATA**

Secondary data are those data, which are not new and original in nature. Those data are already published in the magazines, journals, websites, books, research papers, recorded sources and other unpublished works.

## **3.6 PRE – TEST**

Pre – test was conducted for product selection. Articles in the category of FMCG products were listed. Thirty respondents were supplied with list and they were asked to rank any four products, which they own based on their importance. Based on the weightage given to the three ranks, the product with maximum points was selected. i.e HUL, P&G, ITC, NESTLE.

## **3.7 ALBUM OF ADVERTISEMENT OF FMCG BRANDS**

In order to measure the various key components leading to advertisement effectiveness, an album of advertisement of HUL, P&G, ITC and NESTLE. Before the data collection the respondents were instructed to view the album and participate in the interview.

## **3.8 SAMPLING**

### **Sampling unit**

For this study, the sample is drawn from the sample unit, using the customers of FMCG products namely HUL, P&G, ITC and NESTLE. The products of above mentioned company brands like health and beauty care, food and beverages, home care from the shops dealing with such products.

### Sample size

For the present study, the size of the sample is 200 respondents, who buy and use selecting the four FMCG products namely HUL, P&G, ITC and NESTLE.

### Sampling procedure

The selection of sample was done by interviewing the customers who have purchase selecting the four FMCG products namely HUL, P&G, ITC and NESTLE from a stores. The interview is where conducted on every weekend for consecutive five weeks thus resulting with the sample size of 200 respondents.

### Sampling design

A cluster random sample of the respondents has been chosen from the Coimbatore city. Among 1057 families living in 84<sup>th</sup> ward. 20 per cent sample has been considered feasible. Thus a sample of 200 respondents has been arrived at.

## 3.9 TOOLS FOR ANALYSIS

The collected data is analysed with the help of statistical tools like,

- **Percentage analysis** - Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
- **Chi – square test** - Chi – square analysis is used to compare the observed data of the advertisement effectiveness with the data expected to obtain according to a specific hypothesis formulated in this study. Chi-square test is a non- parametric satisfied work.

$$X^2 = \sum(O-E)^2 / E$$

Where,

O - observed frequencies,

E- expected frequencies.

- **ANOVA** - Analysis of variance (ANOVA) is brought to bear on the problem of identifying the impact of personal variables on factors of advertisement effectiveness.
- **t –test** - t–test analysis are used to find the significance difference between prominent attributes of advertisement effectiveness.

- **Multiple regression** - Average relationship between two variables and this relationship is used to estimate or predict the most likely values of one variable for specified value of the other variable. One of the variable is called independent or the explained variable and the other is called dependent or the explaining variable.