Chapter 1

Introduction and Design of the Study

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1.1. Introduction

Advertisement what we witness in the present 21st century was not the same in the past. It has evolved with time and human civilization. If one goes back in the history to explore the concept of advertisement, one has to go back thousands of years from now (Kazmi and Batra, 2008) probably around 5000 years (Chandrasekar, 2010; Nizamuddin, 2014). According to Chandrasekar (2010), "the recorded history of advertising covers a period of about 5000 years including the modern satellite and the internet age". In many excavations at different parts of the world, the researchers have found the ruins which were helpful in defining the roots of advertisements. Initial advertisements were found in ruins of papyrus in Egypt (Kazmi & Batra, 2008; Chandrasekar, 2010; Nizamuddin, 2014). Researchers have worked towards researching the roots of advertising to understand its existence, purpose, and growth. Many researchers have also explored the future prospects of advertisement. According to Nizamuddin (2014) in a study material for the subject 'Advertising and Sales Promotion', published by Pondicherry University - directorate of distance education, "The diggings by archaeologists, in countries rimming the Mediterranean sea, has unearthed a Babylonian Clay tablet of about 3000 BC, Bearing inscription for an ointment dealer, a scribe and a shoe mark, Romans and their predecessor knew that "it pays to advertise". Papyri found in the ruins of Thebes (Egypt) show announcements offering rewards for the return of runaway slaves about 3000 BC".

However, the period from which the advertisement incepted in the form in which it exist today is in the beginning of 18th Century (Kazmi and Batra, 2008). Advertisement which was introduced in the civilized society, during 1704 (Kazmi and Batra, 2008) have similarities in the way and means of communicating with the ruins excavated by different archaeologists in the past. The content of advertisement which was released in the newsletter was somewhat similar with the content usually get advertised during 3000 BC. Both were communicating the information about runaway slaves. According to Kazmi and Batra (2008), in their book on advertising & sales promotion, "the first ads in America appeared in 1704 in the Boston Newsletter. The first ad that appeared, offered a reward for the capture of a thief. This was

more like reward for returned slaves written on Egyptian papyrus thousands of years before than the present day advertising".

The research on advertisements have traced the formation of advertisement agencies after a long time of the existence of advertisements. With the growth and demand of advertisements in the society, the idea of advertising agency came into existence. From advertisement to advertising agency there was a long period. However, with the beginning of agency for advertisement in Philadelphia in 1842 (Chandrasekar, 2010; Vos, 2013) advertisement have grown in quality and quantity. With the advent of advertising agencies, a new industry was formed and competition among the industry players, i.e. advertising agencies influenced and enhanced of quality of advertisements along with the quantity of advertisements. According to Kazmi and Batra, (2008), "advertising as we know it really had its beginnings in mid-19th century. Volney B Palmer was the first advertising agent who established an office in Philadelphia. For a fee, he worked as an agent for newspapers numbering about 1400. He sold space to advertisers throughout the country. He did not provide any creative or planning services to clients, except the media selection". However, the process followed by advertising agencies of the past, didn't remain the same. In improving their business and attracting number of advertisers, these advertising agencies offered value added services to their client. This gave a proper definition to advertisement by incorporating various aspects of advertisements. Advertisement as defined in the book consumer behaviour and advertising management authored by Khan 2006, "It is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is also an identified media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularize the products/services which is the basic aim of the activity".

As for India, advertisement has grown with the growth in global advertising. According to Beri (2011), "A study done by the Centre for Media Studies emphasises the phenomenal growth in advertising that has taken place in India in recent years. It observes, by any count 1986 – 88 years will go down as a turning point in the Indian advertising industry. A number of factors have contributed to this growth. First, advertising expenditure has crossed the Rs. 1000 Crore mark. Second, advertising through TV has become a force to reckon with. Third, consolidation and realignment of advertising agencies has taken place. Fourth, newspapers and magazines have to woo advertisers and advertising agencies. Fifth, advertising expenditure is no longer questioned following the new buoyancy in the market".

From the time advertisements started and the advertisers started addressing their target audience by using different mediums, it evolved manifold. Its quality and quantity, both improved with the changing behaviour of the target audience and competitive market environment. Presently advertisement is shown using different mediums and reaching out to the maximum number of people on the earth (Mathur, 2008). With its reach, it has started affecting the communities at large and circulating the messages to the community. This in return affecting the perception and behaviour of people towards products, companies, brands, ideas etc. being advertised. According to Mathur (2008), "Advertising has become an all pervasive form of communication which is affecting and touching lives of practically the entire population of the planet".

According to an article authored by Mr. Santosh Desai in Times of India dated 5th July 2018, title Advertising Mirror, "Hema, Rekha, Jaya and Sushma. To a generation of Indians, these four names evoke instant memories. Part of an advertising jingle that burrowed its way into our consciousness and took up permanent residence there, these names represent a kind of timestamp, compressing within them a picture of an era. Advertising has been, without our necessarily thinking of it as such, an important part of our emotional landscape. Most of us would remember different times in our life through some memories of the advertising prevalent at the time. Advertising, seen one way, is a lie that speaks the truth. It exaggerates, embellishes and reframes reality in order to speak to desires that we are often unable or unwilling to articulate. It connects the banal with the lofty, embedding higher orders of meaning into small everyday actions of little consequence. The choice of a bar of soap cannot make a material difference to our lives, but advertising makes us invest this action with consequence; we connect the soap with a self-image that we covet. Its power lies in its unerring recognition of our desires and vanities; the solution it provides is most often transparently symbolic in nature, but by speaking to that part of us that we often live in denial of, it sets us free, even if through an act of artful illusion".

Advertisements are both, irritating at times and entertaining at times for the audience. However, it conveys the message of the advertiser to the audience with a presentation made to communicate with entertainment to its audience by the advertiser. As these advertisements are produced with seriousness and expenditure, advertisers expect audience to like and also expect that, the target audience takes an action (Desai S. 2018), specifically positive action. A positive action could be sales for the products along with image makeover (Sinha, 2018) for the product or brand. According to Sinha (2018), "A good advertisement is like a reputation manager. It

can change the public perception of a business by giving it a new makeover. Commitment to advertising is what keeps the business going". However, it is not always necessary by all the advertisers to get positive response by the audience. If the target audience did not get the product according to the communication made by the company through advertisement, they feel uneasy and this uneasiness is bad for the product and its company. At the same time if the advertisement show something which is against the culture, value system or the community's choice and preference, the advertisers face criticism and at times the reputation of product, brand or the company get affected. According to Arens (2008) "Advertising is one of the most visible activities of business. By inviting people to try their products, companies risk public criticism and attack if their advertising displeases or offends the audience or if their products don't measure up to the advertised promise".

Due to the risk of criticism and brand disregard by the target audience by advertisements, the advertisers take utmost care in producing advertisements. In developing an effective advertisements, the brands make considerable investment. As they invest on producing advertisement they expect return on their investment. The investment is in terms of time, energy, creativity and the essential component i.e. money. The first expectation of any advertisement is to attract the audience, build their interest to watch the advertisement and then react either by liking the advertisement and/or making a purchase for the advertised brand. However, in doing so it is necessary for the advertisers to understand the reasons for the success of the advertisements (Tellis et. al., 2005).

The objectives which are eyed through advertisements are basically - to inform the audience about the product, motivate the target audience to purchase the product for their benefits projected in the advertisements and to build a loyal customer base by making them purchase the product again and again by getting influenced by the advertisements for the product (Mathur, 2008). In doing so, most of the products which are looking at mass audience, should focus on the mediums which are widely accepted. Among such mediums television is one of the important medium in the whole world which is widely accepted by masses. According to Kumar and Raju (2013), "Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behaviour, life style, exposure and in the long run, even the culture of the country". Using television as a medium to advertise, the advertisers produce advertisements which stimulate the audiences' senses and with the audio visual feature and story telling possibilities, the advertisers target the audience with interesting content to get

returns out of the advertisements. According to Desai (2018), "There is something quite unique about advertising, particularly on television, as a mode of communication. It is a compressed, highly stylised form of storytelling that implants desire directly and intrusively into our everyday lives. By associating consumption with the deeper motivations that drive us, it serves as a theatre where desire is enacted using dramatic fragments from our lives". Day by day with the penetration of television among the masses in the world, more and more advertisers are looking at this medium to advertise and reach out to maximum number of people. According to Mathur (2008),"severe competition, recession makes it imperative that the sellers choose the right media. With the wide spread of TV, it has become the most commonly used media".

Advertisement is shown for different purposes by different people, organizations etc. which changes the perception towards advertisements of different advertisers. Some advertisers produce advertisements with commercial purpose, at the same time there are advertisers who advertise with a social cause. From the view point of audience, some view advertisements as a piece of entertainment and some find it nuisance. With different purposes of advertisements it is defined differently by different group of people. According to Arens, (2008), "today definitions of advertising abound. Journalists, for example, might define it as a communication, public relations, or persuasion process. Businesspeople see it as a marketing process, economists and sociologists tend to focus on its economic, societal, or ethical significance. And some consumers might define it simply as a nuisance". These different definitions are probably based out of different perceptions towards advertisements by different individuals and group of people and organizations.

Therefore, it can easily be said that advertisements are not defined differently, it is differently perceived by its producers and audience. Difference in perception for advertisements by different people offers different results for the advertisements. This in turn gives scope for different researchers to investigate the perceptions to build models for the effectiveness of the advertisements (Tellis, 2005, Vakratsas, 2005, Jones, 2007). However, the human perception changes from time to time. Due to various factors like, knowledge, purchase behaviour and other influencing factors the perception changes. According to Liligeto et. al. (2014), "a need for a continuous review and update of current strategies to changing consumer needs and perception is necessary". Therefore, it is needed to investigate the changing perception of audience towards advertisements so that it can be made more effective and fulfil its objectives by incorporate the changed factors by the advertisers and can be defined in the present context by the researchers and academicians. In an attempt toward understanding this, a research will

be conducted to understand the variables which will form individual perception of a viewer viewing specific commercials or advertisements on television.

1.2.Purpose of the study

Advertisements are focused on changing the attitude of the audience. According to Khan (2006), "The main aim of advertising is to bring attitudinal changes in the minds of the consumer. It is done by imparting knowledge to the consumer. His emotions are touched and played with the feeling of likes and dislikes towards objects, are handled in a manner that leads to action/purchase". In the present day, audience is exposed to different mediums for different purposes. At the same time advertisers are using almost all the mediums to reach out to the audience. Presently, with different mediums of advertisement, brands are reaching out to masses and have effect in the lives of people. According to Kumar and Raju (2013), "Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader". On the contrary, television being a mass media and have a wide spread (Mathur, 2008), reach out to maximum people and it influence behaviours, life style and culture of the society (Mathur, 2008; Kumar and Raju, 2013; Desai, 2018).

At the same time, competition have grown in the world. India is no longer untouched from this competition. This competition increased consumerism which increased purchases of consumer goods by individuals in the country. More and more individuals in India are buying television. A report published by Broadcast Audience Research Council (BARC), India (2018) the growth in TV penetration in India is 64% or 183 million in the year 2017 from 40% or 83 million in the year 2004. With the advances of technology, upgraded products are being launched. Again the initiatives of the brands and companies towards influencing consumers to increase their purchases, many households in the country holds multiple television sets. With the increase in television sets, another industry i.e. the industry which is producing content to be aired on television for the audience is also growing in a rapid speed. Therefore, the competition have not only increased among television manufacturers, rather the channels which are using these televisions as their medium to show their content to the audience have also increased. According to a case report published by Prasar Bharati - Competition Commission of India, Government of India (2012), "The DG has itself recognized that in India 410 news and current

affairs channels and 438 entertainment channels were available as of March, 2013". As per a data published by Broadcast Audience Research Council (BARC), India (2018), from 130+ channels in the year 2005 Indian television is showing 800+ channels in the year 2018. They are creating and curating content for the audience and making all efforts to engage the audience to increase their television rating points. This television rating points are used to charge from the advertisers who are interested to show their advertisements to the masses (Case report published by Prasar Bharati - Competition Commission of India, Government of India, 2012),. Today, most of the channels are at the service of their audience for 24 hours, i.e. they show something or the other to their audience for entire day and night. No second is spared while showing the content to the audience by these channels. Due to this all the channels are producing content and showing to the audience all through 24 hours with an expectation of maximum visibility of their channels and the content they are showing. This in turn increased competition among channels to produce relevant content for the target audience to remain relevant. With the increased channels and the duration these channels are targeting the audience increased the opportunity for the advertisers to show advertisements to the audience. This increased the possibility for the advertisers to show their advertisements to their audience round the clock. For the advertisers the channels provide services by showing the advertisements to their audience every hour in the 24 hours' time period. At the same time the channels have mechanisms to analyse the popularity of the content being telecasted with its time of telecast. This allows the channels to bargain (Case report published by Prasar Bharati - Competition Commission of India, Government of India, 2012), with the advertisers to charge for the advertisements. All the advertisers are the revenue source for these channels and thus channels target the advertisers and wish to get advertisements for all the slots available round the clock. According to the information published in the Case report published by Prasar Bharati - Competition Commission of India, Government of India, 2012 "the advertising revenue of ZEE was Rs. 4000 crore and the turnover of the Informant was Rs 1192.86 crore in the financial year ending March, 2012". As the channels are attracting the advertisers to show their advertisements on their channels, the advertisers cost of advertisements are also increasing. In spite of the cost, brands are spending huge amount in advertising on television. According to Kumar and Raju (2013), "A company cannot make dream to be a well-known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements. As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individual's interest in their products".

As the advertisers are showing their advertisements over multiple channels being shown on the television to different audience, the frequency of showing advertisements have increased considerable in the present time. This on the other hand increased the frequency of watching the advertisements for the television audience. This at times create nuisance for the audience (Thiyagarajan et. al. 2012) and they switch channels to avoid advertisements.

In spite of knowing the fact that audience switch channels at their will and the chances of watching advertisements have gone down, advertisers by using multiple channels to advertise, keep doing it probably with an objective of changing the attitude and behaviour of the audience towards their favour. However, this is not true always. According to Arens (2008), "Advertising is both applauded and criticized not only for its role in selling products but also for its influence on the economy and on society. For years, critics have denigrated advertising for a wide range of sins—some real, some imagined". However this may not be true for all the advertisements. There may be advertisements which attract the attention of the audience and are relevant to the audience. At times advertisements educate the customers about new uses for a product (Arens, 2008) therefore, the audience ought to watch.

As advertisements involves huge commercials or investments/expenditure, advertisers and researchers from time to time, researching on different factors to understand the effectiveness of the advertisements. Using the researched factors relevant for the advertisements for specific target audience, advertisers are always trying to be relevant for the audience. According to Yaakop, et. al. (2012) "Understanding consumer's attitudes toward advertising has always been one of the goals of advertisers. Advertisements that are successful in delivering its messages to its audiences can help to promote and build awareness on the company's offerings". Due to this, when the advertisements proves relevant to the audience, it influence the attitudes of the audience. As mentioned in the content uploaded on a US based educational foundation 'The ANA Educational Foundation', website "Marketing professionals earnestly believe in the benefits that advertising brings to society. Advertising, they say, encourages the development and speeds the acceptance of new products and technologies. It fosters employment". Again, as the audience taste and preference changes with time, it is necessary for the advertisers, to keep researching the factors which can increase the effectiveness of the advertisements and keep them relevant to its audience. This offers a clear purpose to research the factors of effectiveness for advertisements. According to Beri (2011) "Another area in marketing research is related to advertising. The main objective of a firm using advertising is to increase awareness of its product or service to the target group, leading eventually to increased sales.

Unless the prospective consumers are aware of the availability of the product or service, there cannot be any sale. Hence advertising research assumes considerable importance".

Again there are many factors available in the research which signifies the existence of factors which affect the effectiveness of the advertisements. With the number of factors explored and researched by different researchers, it is quite natural that an advertiser will get confused over which factor to use and which factor is not needed to incorporate in the advertisements. It is because all the factors cannot be equally relevant for different advertisements targeting different audience in different locations. Therefore, there is a need to summarize the available factors and explore their importance as deciding force for the effectiveness of the advertisements particularly on television as it is one of the expensive mediums of advertisements. At the same time understanding individual perception which influence the audience towards selecting a commercial advertisement on television among available choices and alternatives of channels and advertisements would be beneficial for both academicians and practitioners.

According to Kazmi (2012), "consumer perception influence customer level of satisfaction and so their buying and usage decisions". Thus understanding consumer perception is an important area of research. Therefore, the purpose of this research is to study the perceptual factors which affects viewership of advertisements on television. As perceptual characteristics of the individuals are important to understand for the practitioners to develop communication themes and other marketing activities to reach out to the target audience (Star, 1989) this research will give an idea towards this. The scope of the study is to identify factors which are important for the academician and practicing managers in the area of marketing and advertising to explain television advertising which would be more affective and fulfil the objectives. It will provide realistic basis for thinkers in the domain of advertising to build affective advertisements for the target audience and enhance the probability of increasing its viewership and thus enhance its effectiveness.

It is researched by many social scientists that, there are stimuli which develops consumers' or individual's perceptions. However, there is a need to understand weather these stimuli, which develop individual perception, are equally influential in selecting a commercial advertisement on television by the audience. Again in the area of marketing management and advertisement management, most of the researchers have studied the effectiveness of advertisements either at the time of consumers' watching it or after they watched it. Researchers have also studied the effectiveness of the advertisement from the point of its recall and/or revenue generation

influenced by the advertisement. However, there is a dearth of study which reveals the reasons for selecting a particular advertisement by an individual.

Again, it is possible that the perception developed by certain stimuli changes with the change in environment, location or the situation. According to Liligeto et. al. (2014), "variables influencing consumer perception and affecting their behaviour in numerous studies conducted globally is not always applicable to every country and situation. This is because many unknown factors impinge on and influence consumer perception to be positively inclined or negatively inclined even in the most conducive environment and situation". Therefore, it becomes imperative to study different factors which are resulting consumer perception on watching advertisement in general and television advertisement in particular and that too in the context of audience or individuals in and around Kolkata need to be researched.

This study wherein individual perception in selecting commercial advertisement on television will be studied; it will be a contribution in the area of marketing and advertising management. From this study, generalization will be derived on role of Individual Perception in selection of Commercial Advertisements on National Level Television Channels with special reference to Consumers of Selected Products in and around Kolkata.

1.3. Objectives of the study

According to Beri (2011), "the role of research in advertising can be seen in various stages of advertising planning. First, what should be the objectives of advertising? Unless the objectives are clear, advertising cannot be useful. Research would enable the company to be clear in its objectives of advertising".

According to Zikmund et. al. (2016), "the research process begins with research objectives. Research objectives are the goals to be achieved by conducting research. In consulting, the term deliverables is often used to describe the objectives to a research client. The genesis of the research objectives lies in the type of decision situation faced". Broad objectives of the study are;

- To study and understand the concept of Individual Perception and the stimuli which develop individual perception

- To study the role of individual perception in selecting commercial advertisement on television
- To understand the correlation between individual perception and commercial advertisement on television
- To test the selected stimuli which is developing individual perception in selecting commercial advertisement on television for consumer related product

1.4. Hypothesis

According to Beri (2011), "A hypothesis is a proposition which the researcher wants to verify". A hypothesis can also be defined as a formal statement of an unproven proposition (Zikmund, 2016) about a factor that is of interest for the research objective. According to Zikmund (2016), "A hypothesis is a proposition that is empirically testable. In other words, when one states a hypothesis, it should be written in a manner that can be supported or shown to be wrong through an empirical test".

Again Chawla and Sondhi (2018) defined hypothesis, "it is in fact the presupposition of the expected direction of the results of the research".

All the factors (perceptual factors) with the help of factor analysis derived as independent variables for the further analysis. For the further analysis the null hypothesis (H_0) would be;

i.   All the perceptual factors are not statistically significant
ii. There is no correlation between individual perception in selecting commercial advertisement on television
iii. Stimuli have no effect in developing individual perception in selecting commercial advertisement on television for consumer related product

1.5. Operational definition of the key terms under study

- **Perception:** "Perception refers to the personalized way we sense, interpret, and comprehend various stimuli"[1].
- **Stimulus:** "A stimulus is physical information we receive through our senses"[2].

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[1] Arens, W. F. (2008) Contemporary Advertising 10th edition. Tata McGraw Hills New Delhi
[2] Arens, W. F. (2008) Contemporary Advertising 10th edition. Tata McGraw Hills New Delhi

- **Advertisement:** The American Marketing Association, Chicago, has defined advertising as "any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor.[3]"

- **Commercial Advertisement:** "Advertising endeavours to make skilful use of the communication approach by focussing it for achievement of specific objectives. Most advertising is used in business and marketing strategies and has commercial orientation. It should be instrumental in contributing to the profit position of the company and thus justifying the investment made in it"[4].

- **Television:** Commercial Advertising on Television is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through television.

- **Consumer Related Product:** Products and services we use in our daily lives (food, clothing, furniture, etc.)

1.6.Research Methodology

An activity that contributes to the understanding of a phenomenon is generally known as research. It is a systematic process of collecting and analysing relevant data for developing our understanding of a phenomenon about which we are concerned or interested.

The probable plan of work and methodology for the PhD research work with the title, "Role of Individual Perception in selection of Commercial Advertisement on Television with special reference to Consumer Related Products", is as follows;

First, from the relevant literature an idea of advertising industry was explored. The focus of this exploration was to understand the consumer perception towards advertisements particularly television advertisements. Again the literature was reviewed to justify the need for studying the individual perceptions of consumers towards watching television advertisement. The factors which were studied and published in the past was explored and a structured questionnaire was developed.

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[3]Mittal, S. K. (2009). Sales promotion and marketing communication. *Global Vision Publishing House*, New Delhi

[4] Mohan, M. (1989). Advertising Management - Concept and cases. *Tata McGraw Hills Publishing*, New Delhi

The questionnaire was administered and results analysed and interpreted to come to the conclusion of the research. The details for different steps which were covered under research methodology is elaborated below,

1.6.1. Research Gap

There are previous researches available on perception. At the same time there are researches which discussed stimuli which develop this perception, however individual perception in selecting a commercial advertisement on television specifically for consumer related product, was not found.

In the area of advertising management, researchers have explored variables, which are considered in both academics and practice. The purpose of this exploration was basically to make the advertisements effective. Most of these factors are derived by studying them from the consumers' perception after he/she have watched the advertisement. However, there is a lack of understanding of the factors which are important to select a commercial advertisement on television even before it is watched. Therefore, there is a research gap, towards which this research will give an avenue to find out ways.

1.6.2. Methodology

There are different types of researchs like, pure research i.e. enhancing understanding of a phenomenon, instrumentalist research i.e. when a problem needs solution and applied research i.e. when a solution needs application fields. In addition to types there are broadly two dimensions of research. One is basic research i.e. when something new is added to an existing body of knowledge. Mainly responsible to develop a theory. Second is applied research i.e. when there is a necessity of a research, and we identify current problem and want to find out solution for it. Results of such researches are immediately applied.

In this PhD thesis, given the objectives and purpose of study, applied research is found to be suitable and hence applied.

Given the type and dimension of research for the PhD research work (applied research) which is classified into exploratory, descriptive and causal study, the work was considered using exploratory research which is mainly used to explore the inside of the general research problem.

1.6.3. Exploratory Study

The research work under this PhD topic was conducted following the process of exploratory study. It was conducted to honour the objectives of the study.

In the first place to study and understand the concept of Individual Perception and the stimuli which develop individual perception, the said exploratory study was conducted by exploring the relevant information available in the relevant past researches, text books, reports and articles in different published sources. These published texts were reviewed to explore the concept of commercial advertisement on television, the concept of individual perception, different categories of consumer related products.

Based on the literature, a structured questionnaire was designed. The factors in the questionnaire were surveyed while administering the questionnaire along with other demographic variables. The survey of these factors and other components of the questionnaire was conducted by applying different measurement scales like nominal and ordinal scale, suitable for the variable. These scale were used against the questions in the questionnaire which was administered were used with another objective i.e. to quantify and analyse variable in the later course of action. This analysis will help in interpreting the data collected and generalizing the findings.

Hypothesis was formed for the study considering the factors which were explored from the relevant literature. The questionnaire was administered on pilot sample and tested for its reliability and validity followed by administration of the said questionnaire to collect the required data for the research.

1.6.4. **Quantitative research approach**

Based on the literature reviews and secondary data, population, sample frame, sample profile, sample size and sampling technique was decided. The primary data which was collected was analysed and interpretation for the quantitative data was done.

1.6.5. Type of Data

The data or information which is collected for the research under the ambit of this PhD research work was collected both from primary sources and secondary sources.

Primary sources: the information which was collected from primary sources are the original sources of information which was recorded while administering the questionnaire designed for the purpose.

Secondary sources: the secondary sources of information was the information derived from the primary sources. It was basically summaries of primary sources and analysis or interpretation of primary sources. Secondary data was collected from relevant literature review to develop a questionnaire which was used to collect primary data by doing field research. Based on the sample profile, primary data was collected from the defined samples.

1.6.6. Sampling Plan

A sample design is a definite plan for obtaining a sample from a given population. Sample constitutes a certain portion of the population or universe. The sampling plan was focused upon areas like sampling design, target population, sampling frame, sampling unit and sampling element, sample size, sampling technique.

1.6.7. Sampling design process

Sampling design refers to the technique or the procedure which is needed to be conducted to undertake the research work. It is basically to select items for the sample from the population or universe. Sample design may be classified into different categories based on two factors, namely, the representation basis and the element selection technique. Under the representation basis the sample may be classified as;

- Non probability sampling
- Probability sampling

While probability sampling is based on random selection, non-probability sampling is based on non-random selection. Under this research work, non-probability sampling technique was

considered suitable and the primary data was collected from the sample based on it. Under non-probability sampling techniques, 'convenience sampling' was considered and applied while administering the questionnaire. It attempt to obtain a sample of convenient elements. Respondents were selected because they happen to be in the right place at the right time.

1.6.7.1.Target population

For the given research work the target population was people in and around Kolkata city. It was kept in consideration that the people who are surveyed, are the people who watch television so that the data collected will be with the title of the research work and useful in concluding the research with stated objectives.

1.6.7.2.Sample size

Sample size using convenience sampling technique was decided. Total sample size which was decided upon was 500. However, for pilot survey which was conducted to test the reliability and validity of the questionnaire 50 respondents were surveyed.

1.6.7.3.Sampling technique

The sampling technique which was found rational for the research work under this PhD research work was convenience sampling technique. It was to collect information from the respondents which were selected because they happen to be in the right place at the right time for the survey. The questionnaire was administered with them and their responses were collected for further tabulation, analysis and interpretation.

1.6.8. Questionnaire design

A questionnaire is a formalized set of questions for obtaining information from respondents. It must be translate the information needed into a set of specific questions that the respondents can and will answer. A questionnaire must uplift, motivate, and encourage the respondents to become involved in the interview to cooperate and to complete the interview.

Keeping the above in consideration, and as per the requirement of the research for specified topic, a list of factors were derived after reviewing the available literature. These factors along with demographic questions were incorporated and a structure questionnaire was designed. The format of the questionnaire was; the questionnaire started with 11 questions, which were meant to collect information on demography, psychographic or lifestyle and behavioural profile of the respondents. As for demography, variables like age, gender, family size, income, occupation, education, religion etc. was asked. The need of demographic information can be supplemented by the content in the book authored by Baines et. al (2013). According to Baines et. al. (2013), "they indicate the profile of a consumer, and are particularly useful in assisting marketing communications and media planning, not least because media selection criteria are developed around these variables". Again according to Khan (2006), psychographic and/or lifestyle is explained as "how one lives, and spends money. It is determined by our past experiences, innate characteristics and current situations. The products we consume are related to our lifestyle. Lifestyle marketing established a relationship between the products offered in the market and targeted lifestyle groups. Lifestyles segmentation is based on activities and interest and opinions of groups. These are psychographic segmentations, and lifestyles are derived from psychographics. Lifestyle is a unified pattern of behaviour that determines consumption and, is also in turn determined by it".

According to Baines et. al. (2013), "psychographic is for analysing consumers activities, interests and opinions, we can understand individual lifestyle and patterns of behaviour, which affect their buying behaviour and decision making processes". In addition to demographic and psychographic, behavioural variables were also studied. According to Baines et. al. (2013), "data about customer purchase and transaction provide scope for analysing who buys what, when, how often, how much they spend, and through what transactional channel they purchase".

The second set of 11 questions were related to the television viewership.

Thereafter a single question was incorporated in the questionnaire to explore ranking of industries whose advertisement are viewed by the television viewers. From the data collected from this question will be further categorized into high involvement products where the customers conduct high amount of research or data collection (Fassnacht et. al 2015) and low involvement products which need less influences from peers (Lotfizadeh, 2015). The idea of considering television advertisement for low involvement product categories is due to its

relevance for low involvement product. According to Gresham and Shimp (1985) "television is known to be a relatively low-involving medium in comparison to print media, it is useful, if not critical, and that TV commercials be used for testing the role of advertising affect".

The data for the industry categories like Automobiles, Banking/Financial services, Personal accessories, household products and Durable products were the categories which was considered as high involvement product categories and the factors were re tested for these categories of products separately along with the test for factors for all the products. On the other hand, industry categories like Food & Beverage, Personal care/personal hygiene, Services, Telecom/Internet service provider, Hair care, Personal healthcare are the categories considered as low involvement product categories and the factors were re tested for these categories of products separately along with the test for factors for all the products and test for the products considered under high involvement product categories.

There were 3 questions in the questionnaire to understand the audience perception towards advertisement which they watched for different industries. The respondents were asked to rank them in the preceding question.

Second part of the questionnaire consist of 35 factors related to perception of audience which resulted in watching television advertisement for selected products of different industries. The respondent has to give their opinion to each and every factor based on 5 point Likert scale starting from completely disagree to completely agree. The questionnaire was administered and data collected. However before going for collecting data from the sample size of 500 respondents which is determined, a pilot survey was done with 50 respondents to test the validity and reliability of the questionnaire.

The 35 variables which were considered for the questionnaire, were used to conduct factor analysis in the analysis and findings. The output factors have to be considered as independent variables with a dependent variable of liking or disliking of the advertisement, which was kept in the questionnaire as question number 16. According to Rodgers and Thorson (2000) "Recalling and recognizing ads or ad cues are most commonly used measures for indicating attention and perception of the ad". Hence, when an advertisement is recalled and recognized, it can be perceived either liked or disliked by the audience. This liking and disliking is not only due to recalling and recognizing advertisement, instead it is due to different factors and researching this will lead towards achieving the basic purpose of this research.

1.6.9. Field work plan

Once the questionnaire was designed and the sample technique was decided the questionnaire was carried in the field to get the primary data from the respondents. As the survey has to be done in Kolkata and its surrounding areas, specific areas in the city were chosen where maximum respondents can be accessed. However, considering the length of questionnaire which took around half an hour to administer one questionnaire, and paucity of time only 5-6 respondents were surveyed in a day. Again, many respondents who disagree to answer the questionnaire or did not complete the questionnaire where ruled out for the analysis.

In the first phase, only 50 respondents were considered to test the validity and reliability of the questionnaire as pilot study. After the reliability and validity test, in the second phase the questionnaire was administered for the complete research work.

In totality 2000 respondents were surveyed, however only 500 responses were considered for the analysis as only for 500 respondents the data in the questionnaire was complete.

1.6.10. Pilot study

A pilot survey was conducted with the designed structured questionnaire and data from 50 respondents was collected was tabulated. Analysis was carried out on Microsoft Excel, along with Real Statistics Data Analysis Tool Pack. The actual questionnaire consists of 35 items with Likert Score.

First of all, Factor analysis was performed and 10 factors are obtained. Next reliability study has been carried out on those 10 variables. For Dichotomous Variables, Kuder and Richardson Formula 20 (KR 20) technique was applied to test the validity and reliability of the questionnaire for further survey and data collection for the research.

1.6.11. Data collection and analysis

Data collected by administering the questionnaire in the survey conducted in and around Kolkata, on the sample selected using convenience sampling technique was tabulated in the Microsoft Excel and a master table was created. The data was further analysed with the objectives and hypothesis in consideration using data analytical software i.e. SPSS. The data

analysis output was interpreted and further conclusions was made for the research work of PhD thesis.