CHAPTER III*
Research Methodology
3.1 Introduction
This chapter presents an outline of the methodology adopted for present research study along with the justification of various research methods used. The various phases in which present research is carried out is discussed in detail in subsequent sections and justification for various tools and techniques viz. content analysis, Delphi technique and ISM modeling have also been duly explained. The next section presents the formulated research objectives based on the identified gaps in literature.

3.2 Research Objectives
Based on the gaps identified through review of literature and detailed discussion with the experts and academicians, present study is carried out to accomplish following research objectives.

- To understand the concept of advertisement effectiveness in Indian context.
- To identify product specific advertisement effectiveness dimensions in context of print media.
- To define and develop interrelationships/ linkages among different advertisement effectiveness measures with reference to a specific product category.
- To develop a conceptual framework of advertisement effectiveness in context of Indian advertising scenario.

3.3 Methodology Adopted for Present Research and its Justification
Research methodology adopted for present work is modified and developed from various researches. Past researchers (Kassarjian, 1977; Kolbe and Albanese, 1996; Thakkar et al., 2008; Barve et al., 2008) have advocated and recommended the use of various tools and techniques which the present research has incorporated. The methodology adopted for present research work comprised of four phases as depicted in Figure 3.1.

a) Phase I – Review of Literature, Identification of Gaps, Understanding the Problem (Chapter I and Chapter II)
b) Phase II – Content Analysis for the Selection of Products for Measuring Advertisement Effectiveness (Chapter IV)
c) Phase III – Refinement of Advertisement Effectiveness Measures through Three Step Delphi Process (Chapter V)
d) Phase IV – Development of Interpretive Structural Models based on Interrelations Among Various measures (Chapter VI)
Figure 3.1: Detailed Flowchart of Adopted Research Methodology

Phase I

- Development of Product Specific Hierarchical Models
- Synthesis and Documentation

Phase II

- Identification of Prominent Product Categories
- Execution of Content Analysis
- Content Analysis Team

Phase III

- Implementation of Delphi Technique
- Deciding Delphi Panel
- Finalization of Product Specific Advertisement Effectiveness Dimensions

Phase IV

- Implementation of ISM Approach
- Establishing Contextual Relationships
- Development of Product Specific Hierarchical Models

Phase I: 

- Formulation of Research Problem
- Discussion with Experts
- Identification of Key Variables
- Literature Review
This phase constituted of in-depth literature review which resulted in the identification of gaps. It was followed by discussion with academic and industry experts to formulate the research problem and related research issues. In order to critically understand how the area of advertising effectiveness is studied so far, an extensive and comprehensive review of literature was carried out as presented in Chapter - II. It not only helped in identifying the key advertisement effectiveness variables but also major gaps in the research area.

In order to have a comprehensible perceptive of the subject; discussions with business and academic experts was carried out which is highly recommended in subject areas that are vague and unclear (Froza, 2002). Detailed discussion with experts also resulted in problem formulation and finalization of research objectives and related research issues.

Phase II
This phase initiated and executed detailed content analysis of identified Hindi newspapers for the selection of prominent product categories in context of which advertisement effectiveness is to be studied as discussed in detail in Chapter-IV. Focused group (FG) interviews with the experts were conducted to decide on content analysis period and newspapers for which it has to be carried out. It not only helped to find out answers to poised questions but also assisted in the smooth execution of content analysis.

Justification for the use of Content Analysis
Review of literature made it clear that the dimensions which are used to measure advertisement effectiveness in context of a specific media vary with product category in consideration. Researchers (Starch, 1964; Hanssens and Weitz, 1980; Loken and Pitney, 1988; Hudson et al., 2002; Lees and Healey, 2005; Keshari et al., 2012) have studied advertisement effectiveness in context of varied product categories. As a result, it is important to select/identify prominently advertised products in Indian context for which an established and well proven research method was sought.

A review of existing research methods suggested that Content Analysis is one such systematic and efficient research technique useful in such situations. Recognized as a reputable research methodology since early 1930s, it is used in many fields of study viz. Psychology (Vygotsky, 1978 and Hara et al., 2000), Sociology (Altheide, 1987; Ayres, 2009; Brinkman, 2011), Education (Bennett and LeCompte, 1990; Henri, 1992), Political Science (Stone et al., 1966;
Easton, 1979; Hall and Taylor, 1996), Engineering (Wang et al., 2003; Koslowski, 2006), Management (Kassarjian, 1977; Madden et al., 1986; Kolbe and Albanese, 1996; Botha et al., 2011 and Pinho et al., 2013), Journalism (Altheide, 1987; Riffe and Freitag, 1997; Schultz, 1999 and Lombard et al., 2002).

Content analysis supports a separation between the researcher and the content and uncovers themes in text that may be missed through casual observations (Neuman, 2003). It is a research technique for making replicable and legitimate implications from data with the objective of providing knowledge, new insights, a depiction of facts and a realistic guide to action (Krippendorff, 1980). It is apparent that content analysis finds its application in various fields and therefore its use to achieve the research objective of identifying prominently advertised product categories in present research context is justified.

Phase III
This phase achieved the refinement and finalization of product specific advertisement effectiveness measures for print media through the implementation of Delphi technique. For the present research work, three iterations of Delphi were carried out with the panel of experts to reach to a consensus. The panel of experts constituted of 23 members which remained same throughout the study. Attempts were made to have wide range of viewpoints in the study by including academicians, advertisement practitioners, industry experts, editors and marketing professionals. The execution of Delphi to narrow down the product specific advertisement effectiveness measures is discussed in detail in Chapter-V.

Justification for the use of Delphi Technique
Extensive literature review resulted in the identification of several advertisement effectiveness measures that differ from researcher to researcher for a specific media in context. It gives an impression that no generic measures are available in case of print media which makes the subject of measuring advertisement effectiveness more complicated and highly intermingled. It leads to the implementation of a technique which can refine different advertisement effectiveness measures to produce an amalgamated list of product specific effectiveness measures for print media.

In other words, it is essential to narrow down various dimensions used to measure advertisement effectiveness for the selected products in context of print media. In order to find out a systematic and methodical narrowing technique, research literature was surveyed
that recommended two important narrowing techniques viz. Nominal Group Technique (NGT) and Delphi Method. On comparing the two methods (Refer Appendix 3(a)), Delphi method was found suitable over NGT in present research context as it is less expensive and avoids individual’s dominance. Various researchers (Linstone et al., 1975; Olshfski, 1991; Lunsford et al., 1993; Neiderman, 1995 and Holsapple, 2000) have used Delphi to seek solution in case of such types of research situations.

Moreover, Delphi’s major strength over NGT is anonymity which was much needed for this study. Therefore, the use of Delphi technique to refine and narrow down varied advertisement effectiveness measures in context of specific products is completely reasonable and justified.

**Phase IV**

This phase initiated and developed the model based on interrelations among various measures using Interpretive Structural Modeling (ISM). Methodology which is used to implement ISM for the present research work is adapted from Barve et al. (2006, 2008). Findings are synthesized and documentation is also done in the standard format for the study in the same phase. The detailed data collection, analysis and model development have been discussed in depth in Chapter VI.

**Justification for the use of Interpretive Structural Modeling (ISM)**

The implementation of Delphi technique resulted in the assimilation of different advertisement effectiveness measures as suggested by a variety of researchers for selected product categories in context of print media. However, the research objective of understanding and defining interrelationships among these advertisement effectiveness measures for selected products in context of print media is still unaccomplished.

In order to define and develop interrelationships or linkages among various identified dimensions a well recognized modeling approach was required. An examination of modeling techniques through research literature proposed Interpretive Structural Modeling (ISM) to be one such powerful research method that can be used in such research contexts. Developed in 1970’s for developing interactions among definite items (Warfield, 1974; Sage, 1977); ISM facilitates to enforce order and direction on the intricacies of relations among elements of a subject and lets a holistic outlook of the associations among the dimensions (Ravi et al., 2005).
A variety of research scholars have employed ISM technique in diverse contexts to recognize interrelationships among various dimensions viz. Sharma et al., 1995; Illyas, 2007; Thakkar, 2008 and Khurana et al., 2010. A systematic and efficient modeling technique, ISM produces a structural model, establishes the ‘leads to’ relationships and has higher ability of capturing dynamic complexities. It also encourages issue analysis by allowing participants to explore the adequacy of a proposed list of subject elements (Attri et al., 2012). Thus implementing ISM methodology to set interrelationships among various advertisement effectiveness measures in present study is reasonable and justified.

3.4 Summary
The present chapter summarized the methodology adopted for present research and justified various research methods used for the same. A detailed flow chart of adopted methodology depicting its various phases is also presented. The next chapter discusses the implementation of content analysis to analyze content of various newspapers. The execution of detailed content analysis will assist in the identification of prominently advertised product categories.