Chapter 5  

Data Analysis

Care was taken while selecting the samples to have conceptual equivalence. Samples of the same Educational background were selected for both Indian & Foreign students.

![Education Wise Comparison Graph](image)

While selecting Age group also, care was taken to have similar proportion of Age groups for Indian and Foreign students. Male : Female proportion for Indian & Foreign students is same. Same is reflected in the following graphical representation.

![Age Wise Comparison Graph](image)

There was no much feedback in terms of monthly House-hold income by both the groups.
TV watching habit is seen more in Foreign students over Indian students. ‘Everyday’ parameter shows consistency in TV watching, which is seen more in percentage in Foreign students.

By and large, it is seen from the above graph that Female Indian students watch TV ‘Sometimes’ more. But still they are consistent in regular TV viewing. It was made clear from one to one interaction.
Above graph clearly shows that TV viewing habit of Indian students and Foreign students is almost same.

Female Foreign students watch TV substantially more in percentage over Female Indian students, as seen in above graph.
TV viewing at Evening, Night and Afternoon is more in Foreign students as against Indian students. Foreign students watch TV more in all time bands. It is in tune with the findings that they watch Movies maximum, which are of more duration than Serials, which are watched more by Indian students.
Male Indian students watch TV at Night more in percentage, where as Female Indian students watch TV more in Evening. It is in tune with their likings of Favorite programs.

Overall TV viewing by Foreign students is more in percent over Indian students. Same is reflected in the graph. But TV viewing at Night is almost same in both the groups as shown in following graph.
TV watching in Evening is almost same with Female Indian and Foreign students, whereas for other time band, Foreign Female students watch more TV over Indian Female students.

Overall TV viewing is more in Foreign students (mentioned as ‘Foreigner’ in the graph) for ‘longer’ duration. It is mainly because of the Movie channels.
Females watch Serials maximum, which was communicated in one to one discussion. Also serials are seen one after another continuously, hence for 4 to 6 hours. Female Indian students watch TV more in percentage over Males. Whereas normal TV viewing of up to 2 hours is same in both.

Above graph indicates TV viewing habits of Foreign Female students ('Female Foreigner' as mentioned in the graph) which is substantially more in percentage for longer duration. Mainly it is because of the Movie watch.
HBO is unanimously popular in both genders. Star Movies channel is popular in Males where as Star World, BBC and National Geographic are equally seen in Female Foreigners.

Channels which are favorite in Foreign students are not at all popular in
Indian students. Above graph is a clear indication of the same, which is a significant finding in terms of TV viewing comparison of these two cultures.

Where as Channels which are favorite in Indian students are not at all popular in Foreign students. Above graph is again a clear indication of the same, which is a significant finding in terms of TV viewing comparison. Star Plus (for serials), Discovery (for Infotainment), Aaj Tak (for News) and channel V (for music) are compared here with the favorite channels of Foreign students.
Star Plus and Sony are favorite channels for Indian Female students, only because of the serials. After that it is Zee and Alpha Marathi (for regional Marathi serials). From the above graph it is seen that, there is no common channel which is equally favorite in both of them.

Amithab Bachchan is a favorite model in both the groups irrespective of the genders. He is the ‘Most admiring personality’ also. There is no much recall for other models like Vivek Oberoy, Hritik Roshan etc.
ICICI, Pepsi and Nerolac Paint brands have good recall for Amitabh acted advertisements in Indian students. Where as Parker Pen and Nerolac Paint by Foreign students.

Gender wise , in Indian students, Parker and ICICI have prominent recall by Female students whereas for Males students recall is distributed between Pepsi, Nerolac and ICICI .

Recall of Amitabh acted products in Indian students

Recall of Amitabh acted products in Foreign students
Gender wise, there is distinctive recall for brands by foreign students. Only Pepsi by Female Foreign students. Nerolac and Parker by Male students. Pepsi does not have much recall mainly because Pepsi brand is having more impact of Shahrukh Khan as a brand ambassador than Amitabh Bachchan in them.

![Graph showing recall of Shahrukh Khan acted products](image)

Only Pepsi is having recall in Foreign students as against along with Pepsi, Santro also in less percentage in Indian students. There was no substantial difference gender wise, hence not represented in graphs further.
Significant recall for Perk only by Indian students is. No particular recall by Foreign students in sizeable percentage. Hence further gender wise analysis was not required.

Recall is distributed in percentage for Coke, Nakshatra and Lux in Indian students. Gender wise it is maximum in Female students as shown below. No sizeable recall as against in Foreign students.
No recall by foreign students, which is significant as against Indian students. The difference lies mainly in the association of Cricket game. It is huge in Indians as against Foreign (Middle East) students. Recall is distributed mainly in Pepsi and Airtel. Gender wise it is not different as seen in the following two graphs.
Recall of Sachin Tendulkar acted products in Indian students

Program here is mainly meant by Serials. It is seen that Serials are favorite in Indian students whereas Infotainment programs and Movies both are favorite in Foreign students. However, Infotainment is distributed in different channels (various News channels, NG channel etc) whereas HBO and Star Movies are only prominent in Cinema. Hence it is more relevant for considering the impact.

Comparision of Favorite program between Indian & Foreign students

No particular favorite program in Male Indian students whereas 'K' letter serials (Kahani ghar ghar ki etc.) from Star Plus, ‘Jassi jaisi koi nahi’-one
and only one from Sony and serials from Alpha Marathi channel are favorite in Female Indian students.

![Gender wise comparison of favorite programs in Indian students](image)

Amitabh Bachchan is the only one unanimous favorite model in Indian students whereas Shahrukh Khan is also favorite along with Amitabh in Foreign students. It may be because, Shahukh Khan’s new movies which are released simultaneously in India and Middle East (UAE, Iraq, Iran) Hence he is a popular actor in Middle East. No other model has percentage wise recall for favoritism.

![Comparison of favorite models between Indian & Foreign students](image)
Apart from Amitabh Bachchan, percentage wise no favorite models are seen gender wise in India students. Hence there was no need to have further analysis on other models.

Further comparison between Male –Indian and Foreign students was done to evolve fine outcome. It is seen that Amir Khan is popular in Male
Foreign students along with Amitabh and Shahrukh Khan, which is not the case with female foreign students as seen in graph below.

No recall for scene advertisements by Foreign students in general. ‘Not attempted’ option was used by them which is seen in graph. To some extent same is the case with Indian students also. Hence no further analysis was done on this.

After discussing with the students they said that advertisements have recalls mainly because of the Models and presentation. No impact of particular instance or object. Same is reflected in “scene” graphs below.
Recall of 'Food stuff scene' between Indian & Foreign students

Recall of 'Guy-Girl on vehicle' scene between Indian & Foreign students

Recall of 'Mother-child scene' between Indian & Foreign students

'Johnson and Johnson' brand got good recall for Mother & child scene. It is seen mostly in Female Indian students.
Above two graphs shows that, Foreign students have less attempted 'scene' wise recall of TV advertisement.
Maruti and Santro have huge recall as compared to other cars in Indian students, whereas surprisingly in Foreign students there is no particular prominent impact of brand for Cars.
Recall of 'Brand for Car' between Male Indian & foreign students

Maruti has recall in maximum percent over any brand recall for both Male-India and Foreign students.

Recall of 'Brand for Car' between Female Indian & Foreign students

Santro has huge recall in maximum percent by female Indian students. It is because of the brand ambassador Shahrukh Khan, communicated by them in one to one interactions.
ONIDA is not having much presence on English channels which is reflected in the findings, since Foreign students don't have any recall for that brand. Whereas Samsung is having huge presence on all television channels, which is reflected in the given graphs.
Recall of ‘Brand for TV’ between Male Indian & Foreign students

<table>
<thead>
<tr>
<th>% of response</th>
<th>Samsung</th>
<th>LG</th>
<th>Not Attempted</th>
</tr>
</thead>
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<td>Male Indian students</td>
<td><img src="image" alt="Graph" /></td>
<td><img src="image" alt="Graph" /></td>
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<tr>
<td>Male Foreign students</td>
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<td><img src="image" alt="Graph" /></td>
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Recall of ‘Brand for TV’ between Female-Indian & Foreign students

<table>
<thead>
<tr>
<th>% of response</th>
<th>Samsung</th>
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<th>Not Attempted</th>
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<tr>
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Surf is equally popular in Indian & Foreign students because of the heavy advertisements by this brand. However it was found in the one to one communication that ‘Tide’ brand advertisements are more innovative over all the detergents, but still impact is more of ‘Surf’ brand.
Female Indian students have shown maximum recall for Surf, since detergent is a product consumed more by Females.
Recall of 'Brand for Detergent' between Male -
Indian & Foreign students

Recall of 'Brand for Detergent' between
Female - Indian & Foreign students
Recall of ‘Brand for Hard drink’ between Indian & foreign students

No particular recall for Hard drink brand by any of the groups. Considering Students, it is a significant finding.

Female students said in the personal discussion that, the concept of the McDowell advertisement has good recall value.
Irrespective of any group, Male students do not have any particular recall for any Hard drink brand.
Kodak brand has very less presence on TV, no wonder foreign students do not have that brand recall in particular. No any other brand recall also by them.

For Kodak, Female India students have more recall over Male Indian students.
No significant percentage wise recall for any brand by any group. Crocin and Disprin have comparatively better recall over other brands in Indian students.
While discussing with the Foreign students it was conveyed that ‘AXE Effect’ advertisement was popular in Foreign students and most of them were using that brand regularly.

Recall of 'Brand for Perfume' between Indian & Foreign students

No recall of AXE brand by Indian Female students. It is not because of the impact of the advertisement or recall value of the brand but it is because of the perception about the product. They feel that it is not suitable to them.

Gender wise Recall of 'Brand for Perfume' between Indian students
Nokia has a huge recall over other Mobile brands by both the groups.
Reliance is also having recall after Nokia in Female Indian students.
There was no much recall for ‘Insurance company’ by any of the groups, which is a significant finding.

![Favourite Advt - between Indian & Foreign students](image)

No particular recall for any of the particular Favorite advertisement by both the groups. Advertisements mentioned by them in particular, are favorite to them because of the concept part of the advertisement.

![Favourite Advt - Gender wise comparision between Indian students](image)

Female Indian students have maximum recall for more than one Favorite advertisement as against Male Indian students. Cadbury is prominently favorite advertisement in Female Indian students.
Presentation and Concept are the main reasons for favorite advertisement, than Model and Special effects, by both the groups.

![Graph showing reasons for favoritism among Indian & Foreign students](image)

![Graph showing gender-wise comparison for 'Reason for Favoritism' between Indian students](image)

![Graph showing gender-wise comparison of Reason for Favoritism between Foreign students](image)
‘Special Effect’ is important for Male student groups where as it is not that important aspect in Female students groups.
There is no second opinion for Essentiality of TV advertisements by Female Indian students. Also it in maximum percent, by both the groups.
When TV advertisements are telecast, both the groups watch them specifically in maximum percent. As compared to this, Changing the channel, Passive viewing and Moving - doing some thing else is very less in percent. Same is seen below in different graphs.
Reaction towards Ads - between Indian & Foreign students

Gender wise comparison of Reaction towards Ads - between Indian students

Gender wise comparison of Reaction towards Ads - between Foreign students
Product change through impact of TV advertisements is more in percent with Indian students over Foreign students. Also it is more in percent with Female students over Male students in both the groups as shown below.
Product change through Ads between Indian & Foreign students

Gender wise comparison of Product change through Ads between INDIAN STUDENTS

Gender wise comparison of Product change through Ads between FOREIGN STUDENTS

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Students found it difficult, to recall the product change at the time of attempting the questionnaire. Although, categories, which students of both the groups namely Indian and Foreign students could recall were Soap and Detergent in maximum percent along with Shampoo, Soft drink, Perfume etc.
**CATEGORY of product change between Indian & Foreign students**

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<tr>
<th>Category</th>
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<th>Foreign Students</th>
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<td>20%</td>
</tr>
<tr>
<td>Soap</td>
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<td>30%</td>
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<tr>
<td>Shampoo</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Soft Drink</td>
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<td>5%</td>
</tr>
<tr>
<td>Perfume</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Bike</td>
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<td>5%</td>
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**Gender wise comparison of CATEGORY of Product change between INDIAN STUDENTS**

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<th>Female</th>
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**Gender wise comparison of CATEGORY of product change between FOREIGN STUDENTS**

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