

An Analysis of Variation in Attitude Towards Brand across Different Age Groups and Implications for Marketing Communication

THESIS

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DOCTOR OF PHILOSOPHY

by
RUPPAL WALIA

Under the supervision of
Dr. Pinaki Dasgupta



**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE
PILANI (RAJASTHAN) INDIA**

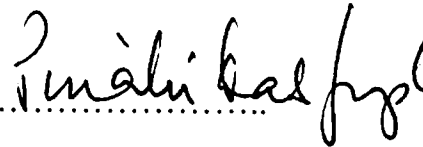
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CERTIFICATE

This is to certify that the thesis entitled "An analysis of variation in attitude towards brand across different age groups and implications for marketing communication" and submitted by **Ruppal Walia**, ID No. **2004PHXF406P**, for award of Ph.D. degree of the Institute embodies the original work done by her under my supervision.

Signature in full of the Supervisor:.....



Name in capital block letters: **Dr. Pinaki Dasgupta**

Designation: **Associate Professor**

Date:

22/3/12

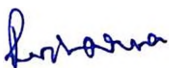
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Ruppal Walia

ABSTRACT

Successful marketing communication incorporates insights from customer perceptions and behavior. If marketers have more than one age group in their target segment they need to know if recall and attitude for their brand vary with the age of the customer. Besides looking at customers, marketers also need to analyze the perceptions and attitudes of the influencers and users, as the target audience for the marketer may be wider than the target segment, and in many cases could include multiple age groups. Brand attitude plays a key role in shaping purchase intention and is in turn impacted by several factors which include level of involvement with the category and attitude towards ad among others. The dual mediation model illustrates how Abrand (attitude towards brand) is impacted by Aad (attitude towards ad) and brand cognitions (awareness and knowledge about brand) and Abrand in turn influences PI (purchase intention).

For formulating their communication strategy marketers need to know if attitude towards ad, brand recall, attitude towards brand and purchase intention differ across the age-groups relevant to them and if so, how this can be leveraged to enhance effectiveness of their brand communication. How significant is the variance in attitude towards brand and the variance in purchase intention will in turn depend upon the level of purchase influence exercised by the different age groups. As influence and involvement of different age groups can vary across product categories, it becomes necessary to see if variation in the brand /ad awareness and attitudes across age groups follows the same pattern for different categories.

This research therefore aims to analyse the variance in category involvement, purchase influence, brand recall, attitude towards ad, attitude towards brand and purchase intention across five age groups and to bring out the implications for marketing strategy and communication. The five age groups have been defined as 10-12 years (tweenagers), 13-17 years (teenagers), 18-24 years (youth), 25-35 years (young adults) and 36-45 years (adults). Four product categories were included in the research- Biscuits, Soap, Cars and Mobile Handsets.

While the findings of the descriptive research yield insights relating to development of marketing communication strategy, the experimental research findings leads to recommendations relating to selection of creative cues in advertising targeted at different age groups.

The key findings generated from the descriptive research indicate that significant variances exist across all age groups, though there is no fixed pattern to this variation. Level of category involvement and purchase influence need not be in the same direction for any age group and marketers need to take cognizance of both. Reasonably high levels of brand awareness exist for all age groups, across the product categories studied however significant variations were observed in attitude towards brands in almost all categories. Tweenagers were found to differ the most with respect to the other age groups as well as in their responses across product categories. Based on the insights generated, a planning framework for marketing to children has been developed highlighting the focus of marketing strategies in different zones of influence.

The experimental research undertaken analysed the variance across age groups in terms of their response to same communication cues. Three types of communication cues –caricature, model picture and product information were used in the research. The findings clearly demonstrated that significant variations exist across age groups in response to the given communication cues, thus establishing that age impacts attitude towards ad, attitude towards brand and purchase influence. Further it was observed that the pattern of variation was not the same across the three cues and the two product categories. The results of the study have been used to build on the existing models and develop a holistic framework incorporating the direct and indirect impact of age on attitude towards brand.

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List of Abbreviations

- Aad- Attitude towards Ad
- Abrand- Attitude towards Brand
- Ad- Advertisement
- Age1- Tweenagers
- Age2- Teenagers
- Age3- Youth
- Age4- Young Adults
- Age5- Adults
- BPO- Business Process Outsourcing
- FMCG- Fast Moving Consumer Goods
- IRS – Indian Readership Survey
- KW- Kruskal Wallis
- MCD- Municipal Corporation of Delhi
- PI- Purchase Intention
- PII- Personal Inventory Index
- PPT- Person Projective Techniques
- RPII- Revised Personal Inventory Index
- RRPII- Revised RPII
- SEC- Socio Economic Classification
- TOM- Top of Mind
- Vs- Versus

Chapter 1

Introduction

1.1 Background of the Research

According to the American Marketing Association, a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”, (Keller, 2003). Legally a brand is simply a symbol which distinguishes a company’s product and certifies its origin. The value of a brand comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers (Kapferer, 2003).

If consumers recognize a brand and have some knowledge about it, then they do not have to engage in a lot of additional thought or processing of information to make a product decision. Based on what they already know about the brand- its quality, product characteristics and so forth, consumers can make assumptions and form reasonable expectations about what they may not know about the brand.

Understanding the needs and wants of consumers and devising products and programs to satisfy them are at the heart of successful marketing. In particular, two fundamentally important questions faced by marketers are – What do different brands mean to consumers? And how can marketers leverage their knowledge of consumers to make brand building more effective?

The power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of the marketer’s communication as well as their experiences over time. In other words the power of a brand lies in what resides in the minds of the consumers. As a first step consumers need to be aware of the brand and need to recall it in the relevant context. Only consumers who are aware of the brand can build associations around it. So at the fundamental level marketers need to ensure sufficient levels of awareness and recall. Beyond this the challenge lies in ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs, so that the desired thoughts, feelings, images, beliefs,

perceptions, opinions and so on, become linked to the brand (Keller, 2003). Understanding what a brand means to a consumer involves identifying the network of brand associations in consumer memory. Brand associations and attitudes are fundamental to our understanding of inference making, categorization, product evaluation, persuasion and brand equity, and play an important role in consumers' product evaluations and choices. The characteristics of customers' preferences are the antecedents to and main drivers of the response to marketers' offers (Simonson, 2005).

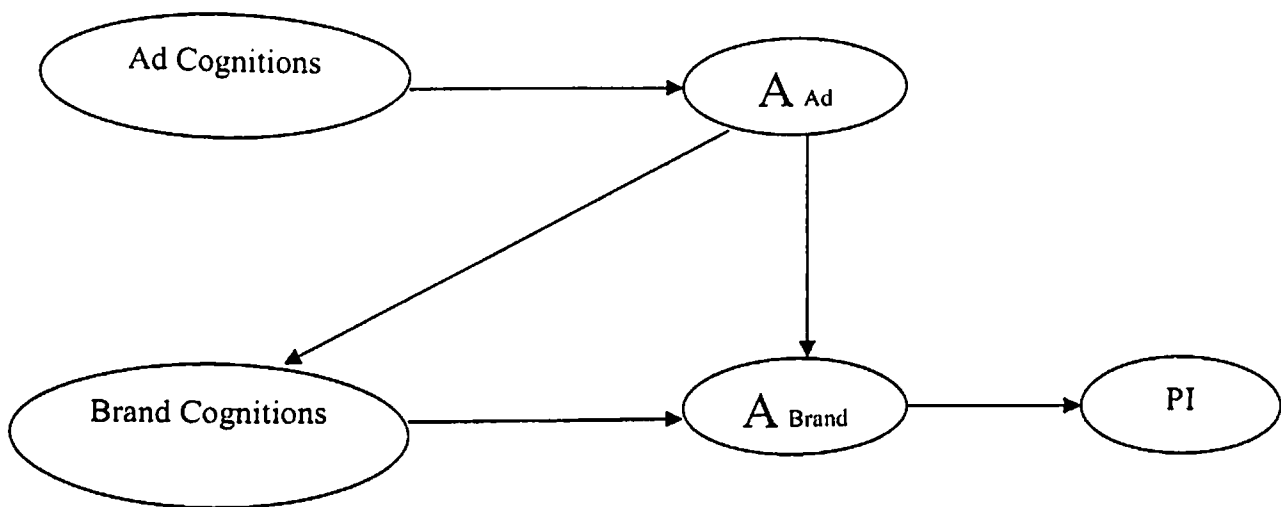
The impact of intergenerational influences on the dimensions of brand equity is still very challenging for marketing and has an enormous interest from both the academic and the managerial perspectives (Bravo et al, 2007). Overt family communication can and often does influence young consumers' attitudes towards purchases and their consumption patterns (Moschis et al, 1983). Parallely, changes in knowledge structures, as a result of technological advancements, have also led to the increasing power of youth in family purchase decisions (Marshall and Reday, 2007). For most children's products, parents have always played an integral role as influencer, decider and /or purchaser. Today increasingly the reverse is also true where influence may travel in either direction between parent and child (Bridges and Briesch, 2006). In fact, children often influence purchases besides confectionery and cereals, and parents may appreciate their input, especially if it makes shopping more efficient (Embrey 2004). With all their purchases ahead of them, and with their ability to pull their parents along, children have joined the target audience of virtually every consumer-goods industry (including adult and family products), (McNeal, 1998). As the extent of children's influence increases, children are becoming a part of most marketers' target audience even if they are not part of the target market (Sharma and Dasgupta 2009).

Most studies analyzing consumer behaviour have fundamentally focused on adults (Engel et al, 1978; Davis, 1976), and their findings have generally not been transferable to young people. More research on young consumer behaviour is necessary (Darian, 1998; Hogg et al., 1998), particularly to analyze the differences/ similarities vis a vis the older age groups.

1.2 Research Problem and Objectives

Successful marketing communication incorporates insights from customer perceptions and behavior. If marketers have more than one age group in their target segment they need to know if recall and attitude for their brand vary with the age of the customer. Besides looking at customers, marketers also need to analyze the perceptions and attitudes of the influencers and users, as the target audience for the marketer may be wider than the target segment, and in many cases could include multiple age groups. Brand attitude plays a key role in shaping purchase intention and is in turn impacted by several factors which include level of involvement with the category and attitude towards ad among others.

Figure 1i: The Dual Mediation Model



MacKenzie, Lutz, and Belch (1986)

The dual mediation model illustrates how A_{Brand} (attitude towards brand) is impacted by A_{Ad} (attitude towards ad) and brand cognitions (awareness and knowledge about brand) and A_{Brand} in turn influences PI (purchase intention).

Advertising creates or strengthens associations which in turn influence attitude and/or behaviour. Mitchell and Olson (1981), and Shimp (1981) demonstrated that the attitude towards an ad (liking for the advertisement) provided an impact on brand attitudes over and above any ability of the ad to communicate attribute information. For brand introductions, the ad is often the first

information about the brand for the consumer, and is very important to help ensure that the consumer will form a favorable Abrand. Phelps and Thorson (1991) established that Aad significantly affects Abrand not only for unfamiliar brands, but also has some impact on familiar brands, even after controlling for prior brand attitude. However, product involvement does not seem to affect the Aad-Abrand relationship.

The attitude towards the ad is influenced by feelings evoked by the ad and the mood of the ad viewer, the ad viewer's attitude towards all ads in general, his or her perceptions of the executional characteristics of the ad and his or her perceptions of the credibility and believability of the ad (Batra et al, 2001). Shimp (1981) proposed that Aad may consist of a cognitive dimension represented by consumers' conscious responses to executional elements (e.g., source characteristics, the use of humor, etc.), and an emotional dimension constituting consumers' emotional (love, joy, nostalgia, sorrow) responses, without any conscious processing of executional elements. There is ample evidence in literature to show that attitude towards ad is impacted by type of executional cues used and responses to these cues may vary based on different demographic factors.

Research has shown that attitude towards a brand significantly impacts intention to buy that brand (Brown and Stayman, 1992; Homer, 1990; MacKenzie et al., 1986). Purchase intention (PI) can be used as the closest substitute of actual consumer behaviour to determine effectiveness of element/s of the marketing mix (Assael, 1995).

It has been established that the level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes during the consumer choice process (e.g. Chakravarti and Janiszewski, 2003; Kokkinaki, 1999; Kleiser and Wagner, 1999; Laurent and Kapferer, 1985; Houston and Rothschild, 1978) and category / product involvement has been extensively used as an explanatory variable in consumer behavior (Dholakia, 1998, 1997). Unlike consumers with high product category involvement, the moderately involved consumers are likely to be relatively less knowledgeable (Higie and Feick, 1989) and have more basic cognitive structures (Sujan and Dekleva, 1987). What constitutes the basic level varies by individual, depending (at least partially) on the level of expertise held by the individual. As

individuals develop increased knowledge, categories implemented to process information become less basic (Mervis and Rosch, 1981). Consumers view various brands of a particular product type as having similar attributes and thus categorize them together. This would be the case particularly for individuals who are relatively less knowledgeable about a particular domain (cf., Fiske et al, 1983). A lack of distinction within product categories is commonly associated with lower product involvement compared to high-involvement situations in which consumers clearly differentiate between alternative brands. Under the low-involvement scenario, brands in a product category would be perceived as non differentiated, acceptable substitutes (Zaichkowsky, 1986).

For formulating their communication strategy marketers need to know if attitude towards ad, brand recall, attitude towards brand and purchase intention differ across the age-groups relevant to them and if so, how this can be leveraged to enhance effectiveness of their brand communication. How significant is the variation in attitude towards brand and the variation in purchase intention will in turn depend upon the level of purchase influence exercised by the different age groups. As influence and involvement of different age groups can vary across product categories, it becomes necessary to see if variation in the brand /ad awareness and attitudes across age groups follows the same pattern for different categories.

Following from the above, this research aims to

1. analyze the variance in category involvement and purchase influence across age groups for selected product categories
2. analyze the variance in brand recall across different age groups for the selected product categories
3. analyze the variance in attitude towards brand and attitude towards ad across different age groups for the selected product categories
4. analyze the variance in purchase intention across different age groups for selected product categories
5. bring out the implications of these insights for marketing strategy and communication

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1.3 Choice of Age Groups and Product Categories

The selection of age groups and product categories was based on literature review. The product categories generated from the literature review were further shortlisted using well defined criteria and narrowed down to 4 after the exploratory research.

1.3.1 Age groups

Various theories of cognitive, social and individual development identify distinct stages of development and socialization corresponding to different age groups. Variation exists in the abilities and resources of individuals in different stages (Piaget, 1953). One such model of consumer socialization by John (1999) integrates Piaget's theory of cognitive development (1970) and Selman's theory of social developments (1980) to highlight the development process from the perceptual stage (3 to 7 years) to the analytical stage (7 to 11 years) to the reflective stage (11 to 16 years). Children in the perceptual stage focus on perceptually salient features of products, use direct requests and emotional appeals to influence purchases, and possess limited ability to adapt strategy to a person or a situation. They are expedient in making decisions, are egocentric (as validated by Johnson, 1995), and have the emerging ability to adapt to cost-benefit trade-offs. Children in the analytical stage exhibit a more sophisticated understanding of concepts such as advertising and brands (Chan and McNeal, 2004), are more thoughtful, focus on important attribute information to generate an expanded repertoire of strategies, and are capable of adapting strategies to tasks. In the reflective stage, the older children or teenagers have substantial brand awareness for adult-oriented as well as child-oriented product categories, possess ability to gather information on functional, perceptual, and social aspects, and are capable of adapting strategies to tasks in adult-like manner.

A seminal work in tracing individual development is that of noted psycho analyst Erik H. Erickson who went beyond childhood and mapped the entire life from infancy to death into eight stages. These stages attempt to link the sequence of individual development to the broader context of society. The childhood/school age, adolescence, young adulthood and middle adulthood stages postulated by Erikson (Thompson 1981), form the underlying basis for the classification of the five age groups for this study. The exact definition of each age group, has then been defined based on other research papers cited below.

For the purpose of this research, the five age groups have been defined as follows:

Tweenagers (10-12 years)

Teenagers (13-17 years)

Youth (18-24 years)

Young adults (25-35 years)

Adults (36-45 years)

The classification and age definition of teenagers, youth, young adults and adults is in line with previous research on teenagers, youth and/or adults (Dubow 1995, Bansal 2004, Delorme and Reid 1999, O'Cass and Lim 2002, Darley and Lim 1986).

The youngest age group taken for this study is tweenagers in the age groups of 10-12 years. The term 'Tweenager' was coined to describe those at a time between two distinct life stages - childhood and the teenage years. Marketing research on tweenagers refers to children in the age group of 10-12 years (Tinson and Nancarrow 2007, Martensen 2007, Datamonitor 2002) or 8/9-12/13 years (Siegel et al 2004, Wiley et al 2007). Though an understanding of advertising intent usually emerges by the time most children are eight years old (Ward et. al., 1977; Robertson & Rossister, 1974b, McNeal 1992) and they have the ability to make independent purchases, they are found to be more naïve and less discerning in ad interpretation (Bever et al 1975). Also, special research techniques are usually required for children below 10 years of age (Martensen 2007). Therefore for the purpose of this research tweenagers were taken as 10-12 year old children which ensured acceptable maturity of response and consistency of research instrument design and administration across all age groups.

1.3.2 Product categories

In order to be able to generalize the findings of variance in the dependent variables across the five age groups, it is important to study multiple product categories as the responses can be different for different products (Holbrook and Lehmann 1980, Hanssens and Weitz 1980, Johar and Sirgy 1991, Belch et al 1985)

The criteria used, for selecting product categories is, that all age groups should have some level of interest in the category and some knowledge about brands in the category. The categories chosen should also cover diverse purchase situations in terms of level of expense involved and type of users (for individual / family users, for children/youth/adults).

Contemporary researchers express that children wield direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items (Halan, 2002; Singh, 1998). Certain products are simply children's products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products, such as ones which are used by the entire family unit, they may influence purchases made by the parents. There are some products where children wield direct influence or pester power by overtly specifying their preferences and voicing them aloud. For other products, parents' buying patterns are affected by prior knowledge of the tastes and preferences of their children. This 'passive dictation' of choice is prevalent for a wide variety of daily consumed product items as well as products for household consumption (Kaur and Singh, 2006).

Research on spending patterns of children, and teenagers, indicate high level of interest and expenditure on snacks and beverages and on items fulfilling need for affiliation like clothes, mobiles and going out (McNeal and Yeh 1993, ASSOCHAM survey 2008).

Previous studies on purchase decision processes involving different age groups have taken representative products for individual use, family and household use (Johnson, 1995; Sheth, 1974). Examples of products researched include expensive family products like car, television, household appliances, furniture, family vacation; everyday family products like breakfast cereal, food, shampoo and toothpaste; products that are primarily for children like toys, candy, etc and adult/ parents' products like gasoline, coffee etc (Jensen, 1995, Belch et al 1985).

Based on the existing research, a list of eight product categories was drawn out comprising low expense products frequently used by families/individuals across all age groups including those that can be purchased by children, expensive products for individual use for the older age groups

and expensive products for adult/family use. Exploratory research was conducted across all age groups and four categories were selected on the basis of level of interest and brand awareness indicated by all age groups.

The four products taken for the study are:

- 1) Biscuits
- 2) Soap
- 3) Mobile handset
- 4) Car

All four products are used by the older age groups. Biscuits and soap can be items of individual or family consumption. Biscuit is one product which is of high interest to children and can even be purchased by them directly. Cars, though owned by the older age groups, can be used by other age groups as part of the family. Mobile handsets are individual use products for the older age groups. Use of mobile handsets is mixed for teenagers and low or nil for tweenagers (at least in reference to direct usage) though they are interested in the category.

1.4 Choice of Methodology

The research methodology adopted was based on the scientific approach starting with extensive literature review to draw insights into existing research in related areas and to identify gaps for further research.

1.4.1 Methodology and research flow

The entire study was divided into the following phases:

Phase 1

- Literature review followed by framing the research topic, defining the objectives and scope and developing the broad hypotheses.

Phase 2

- Finalization of the hypotheses, research design, research instrument and data analysis tools.

- Stage 1: Exploratory Research

The exploratory research was designed to explore awareness of brands, kind of associations generated by the brands and the involvement of different age groups in the purchase decision process, across a range of product categories. The chosen methodology for the exploratory research was in-depth interviews, across a range of 8 product categories with the objective of selecting 4 diverse categories which have sufficient involvement and knowledge across all age groups.

- Stage 2: Descriptive Research

A structured questionnaire was designed to elicit responses on the selected dependent variables (brand recall, attitude towards brand, purchase intention, category involvement and purchase influence), across the five age groups for the four selected product categories. Since the objective of the study was to analyze the variances in specified variables across age groups, a cross sectional design was used.

- Stage 3: Causal Research-Controlled Field Experiment

Impact of same communication cues on brand associations and recall across age groups was tested through a controlled experiment involving placement of test ads in a dummy magazine. Sample taken was a matching the sample to that of the descriptive research. Three types of communication cues were taken for the study and all age groups were exposed to each cue. Two product categories were taken for the experiment.

- Data Processing and Analysis

Phase 3

- Recommendations and Conclusions
- Thesis writing

1.4.2 Sampling procedure

Since the objective was to study variation across age groups, the possibilities of variances which could be caused by socio-economic factors like differences in SEC and/or region needed to be minimized. Therefore the target population for this research was defined as SEC A population in Delhi in the age groups of 10-12, 13-17, 18-24, 25-35 and 36-45 years. The electoral rolls (2009) of the MCD (Municipal Corporation of Delhi) wards with high concentration of SEC A population, were taken as the sampling frame.

Probability sampling was adopted for the quantitative survey and experimental research, while for the exploratory research, non-probabilistic quota sampling was adopted based on the researcher's judgement and convenience. For the quantitative survey and experimental research, a proportionate stratified sample (covering the population spread across different wards) was systematically selected and within each strata/ward, quota sampling was adopted to ensure adequate representation of each age group. Matching samples were taken for the experimental and descriptive research.

1.5 Thesis Organisation

This thesis has been divided into the following chapters:

Chapter 1: Introduction

Chapter 1 gives an introduction to the research highlighting the background to the research, the research problem and objectives and the methodology adopted.

Chapter 2: Literature Review

This chapter gives an overview of research findings and insights related to cross age-group influence in purchase decision process as well as impact of communication cues on recall, association and attitude formation. It also highlights the research gap which this study seeks to address.

Chapter 3: Research Methodology

The third chapter describes in detail the research methodology adopted, giving the rationale for the same. It also outlines the flow of the research highlighting different stages in the study.

Chapter 4: Exploratory Research: Design, Administration and Analysis

This chapter describes the objective and design of the exploratory research, development of discussion guide, and data collection process.

Chapter 5: Descriptive Research: Survey Design and Administration

The 5th chapter discusses the next stage of the study which is the quantitative field survey. It puts forth the objectives, hypotheses for the research and elaborates on the survey design, questionnaire development, administration and data collection and selection of tools for data analysis.

Chapter 6: Survey Findings: Variance in Involvement and Purchase Influence

The analysis of the data collected in the descriptive research relating to involvement and purchase influence is discussed in this chapter, highlighting the variances across age groups.

Chapter 7: Survey Findings: Variance in Recall

This chapter presents the findings related to the variance across age groups in aided and unaided recall, and analyses the insights generated.

Chapter 8: Survey Findings: Variance in Attitude towards Brand and Purchase Intention

This chapter discusses the findings related to variance in attitude towards brand and purchase intention across age groups and analyses the results.

Chapter 9: Experimental Research: Design and Administration

Chapter 9 moves onto the last stage of the research which is the controlled field experiment. It defines the objective and hypotheses for the study, and describes in detail the research design, development of stimulus, development of the questionnaire, scale selection and reliability, validity and reliability of the questionnaire, the process of experiment administration and data collection and the selection of tools for data analysis.

Chapter 10: Experiment Findings: Variance in Brand Recall

Data analysis of the responses on brand recall across age groups and discussions of the key findings are detailed in this chapter.

Chapter 11 : Experiment Findings: Variance in Attitude Towards Ad

Data analysis of variance in Attitude towards ad across age groups and discussions of the key findings are detailed in this chapter.

Chapter 12: Experiment Findings: Variance in Attitude towards Brand and Closeness of Association with Brand

Chapter 12 details the results of the data analysis related to attitude towards brand and the closeness of association with brand.

Chapter 13: Experiment Findings: Variance in Purchase Intention

This chapter discusses the data on variances in purchase intention observed across age groups.

Chapter 14: Recommendations and Conclusions

The last chapter highlights the major conclusions and implications of the research. It also brings out the contributions made by this study, describes the limitations and identifies areas for future research.

Chapter-2

Literature Review

2.1 Overview

The Dual Mediation Model has been shown to represent accurately the interrelationships among Aad, brand and ad cognitions, brand attitudes, and purchase intent (e.g., Droge 1989; Homer 1990; MacKenzie and Lutz 1989; MacKenzie et al. 1986). Specifically, the model proposes that attitudes towards the ad, influences brand attitudes directly and indirectly via brand cognitions. These affective and cognitive based brand attitudes, in turn, have a direct effect on purchase intentions. Attitudes towards a brand have two components, an evaluation component that is influenced by beliefs about the brand and a brand-specific 'liking' component that cannot be explained by knowledge about beliefs. This liking component is presumed to be based on the attitude towards the ad as well as by exposure effects [Barcus, 1990].

Dual Mediation Model

Communication that is customized to individual customers' preferences may provide superior value if customers have preferences/perceptions that marketers can uncover and if customers can recognize offers that provide a superior fit to their preferences. When customers do not have well defined preferences, they may need to rely on various proxies or cues to assess whether an individual offer indeed fits their preferences (Belch et al, 1985). Since a brand is not a physical entity but what the consumer thinks and feels and visualizes when he/she sees the brand's symbol or name, it is important to analyze and understand the nature of associations, marketing communications creates for the brand. Further one also needs to analyze whether the same set of communications evoke similar attitudes across different customers. It is important for marketers to understand if differences exist, and if yes, then what is the nature and magnitude of these differences.

Attitudes often are considered relatively stable and enduring predispositions to behave. Consequently, they should be useful predictors of consumers' behavior toward a product or service. Social psychology has provided several theoretical models of the attitude construct (e.g., Fishbein 1963; McGuire 1968; Rosenberg 1956; Triandis 1971; Wyer 1974). These conceptual

frameworks, especially Fishbein's, have stimulated much of the attitude research in marketing. According to Fishbein and Ajzen (1975), "A person's attitude is a function of his salient beliefs at a given point in time." Beliefs are the subjective associations between any two discriminable concepts. Salient beliefs are those activated from memory and "considered" by the person in a given situation (Fishbein and Ajzen 1975; Olson et al 1979). Challenging Fishbein's attitude theory -which posits that beliefs are the only mediators of attitude formation/ change -Mitchell and Olson (1981) proposed and found empirical support for the mediational effects of attitude toward the ad. As a result, they suggested that Aad (representing individuals' evaluations of the overall advertising stimulus) should be considered distinct from beliefs and brand attitudes (Muehling and McCann, 1993). Aad may contain both affective reactions (e.g., ad-created feelings of happiness), and evaluations (e.g., an ad's credibility or informativeness), (Baker and Lutz 1988). The contents of the ad copy (brand attribute information), the headline, the creative platform (use of humor and other appeals to support delivery of the message), and ad images or pictures presumably all contribute to forming Aad (e.g., Edell and Staelin 1983; Baker and Lutz 1988).

Two ways in which Aad may affect consumers' information processing have been identified (Miniard et al, 1990). The first is the indirect effects model, where Aad has an impact on Abrand through affect transfer, and Abrand affects intentions. Thus Abrand, mediates the impact of Aad on intentions, i.e., there is no direct Aad-intention link. This seems to be the more popular view (Shimp 1981; Mitchell 1986; MacKenzie and Lutz 1989; Machleit and Wilson 1988; Mitchell and Olson 1981). One version of this model is the reciprocal mediation model in which a bidirectional relationship is proposed between Aad and Abrand, and the latter then determines intention. Alternative models propose a single, direct path from Aad to Abrand (MacKenzie et al 1986). The second view proposes that both Aad and Abrand have direct, separate influences on intentions. MacKenzie et al (1986) call this the independent influences model. Gresham and Shimp (1985) also propose this model, but they add a bidirectional relationship between Aad and Abrand, as in the reciprocal mediation model. Thus, in their model Aad has a direct influence on intentions and an indirect effect through Abrand. Abrand operates in an analogous manner. So far research supports the mediated effects of Aad on intentions. In a comparison of four models, one of which included an independent influences (direct effects) model, MacKenzie et al (1986)

found strongest support for the dual mediating hypothesis (indirect effects) model. Homer (1990) replicated this finding.

Recent research by Muehling and Laczniak (1992) tends to suggest that, while Aad's effect on brand attitudes is relatively robust across involvement levels, the cognitive and affective responses preceding Aad are likely to have differential effects on Aad, depending upon individuals' level of involvement. Ad execution-related responses are more likely to influence Aad under conditions of low involvement, whereas, in high involvement conditions, both message-related and ad-related responses exert some influence on Aad. Research by Miniard, et al (1990), Muehling et al (1989), and Rose et al (1990), has also reported a moderating effect of involvement on relationship between Aad and its antecedents and consequences.

Brand cognitions
- brand attitude

Brand cognitions and brand attitude are also impacted by the extent of involvement with the product category. It has been established that the level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes during the consumer choice process (e.g. Chakravarti and Janiszewski, 2003; Kokkinaki, 1999; Kleiser and Wagner, 1999; Laurent and Kapferer, 1985; Houston and Rothschild, 1978) and category / product involvement has been extensively used as an explanatory variable in consumer behavior (Dholakia, 1998, 1997). Product involvement has also been conceptualized as a motivational construct (Batra and Ray, 1985), where the amount of motivation may depend on the relevance of the product (Zaichowsky, 1985).

As highlighted in the introductory chapter, the impact of intergenerational influences on the dimensions of brand equity is still very challenging for marketing and has an enormous interest from both the academic and the managerial perspectives (Bravo et al, 2007). Intergenerational impacts have been found to be persistent and powerful across an array of consumer packaged goods and exhibit a differential range of effects at both the product category and the brand level (Moore et al, 2002). Family communication has been shown to influence young consumers' attitudes towards purchases and their consumption pattern (Moschis et al, 1983). At the same time, children with all their purchases ahead of them, and with their ability to pull their parents along, have joined the target audience of virtually every consumer-goods industry (including

adult and family products) (McNeal, 1998). Changing knowledge structures have also led to the increasing power of youth in family purchase decisions (Marshall and Reday, 2007). Heckler et al (1989) assessed perceived purchase similarities between family members of different age groups and observed stronger impacts for convenience than for shopping goods.

Most studies analyzing consumer behaviour have fundamentally focused on adults (Engel et al 1978; Davis, 1976), and their findings have generally not been transferable to young people. More research on young consumer behaviour is necessary (Darian, 1998; Hogg et al., 1998), particularly to analyze the differences/ similarities vis a vis the older age groups.

The literature review is broadly divided into the following sub-sections:

- 1) Influence of age and other demographics on recall, attitudes and preferences
- 2) Impact of communication cues on attitudes and preferences
- 3) Influence of “type of product category” and “involvement with category” on attitudes and preferences
- 4) Influence of different age groups in purchase decision making

2.2 Influence of Age and other Demographics on Recall, Attitudes and Preferences

Various studies have attempted to analyze the attitudes consumers have towards brands, how these are affected by different influences and how they vary across culture, gender, demographic profiles, geographies, product categories, etc. Dubow J.S (1995) studied the advertising recognition and recall for Teens (under 18), Young Adults (18 to 34), and Older Adults (35+). His results for day-after-recall, brand recall, and brand recognition show that young adults remember advertising better than older adults, and teens remember advertising better than young adults. Implication for this is that Teens are traditionally hard to reach on a cost effective basis, when cost is measured in terms of cost per thousand impressions. But, the results also imply that, when marketers do reach the teens, they benefit from greater intrusiveness in comparison to the same number of exposures among adults (Connor, 2006).

For print advertising to be effective, it is a sine qua non for the reader to recall the advertisement as well as the brand/product being advertised (Mukherjee, 2002). Recall is defined in terms of a reader's capacity not only to remember the advertisement from among a set of advertisements but also to remember the brand name and attributes of the product shown in the advertisement (Moldovan, 1985; Wells et al., 1998). Verbal only stimuli are recalled as well as pictures in immediate recall but become inferior once again in delayed recall, when processing is directed at the semantic content of the advertisement (Childers and Houston, 1984).

A study on brand communication interpretations, done by DeLorme and Reid (1999), focuses on how brand props are interpreted by movie audiences. This study was conducted for frequent and infrequent moviegoers across two broad age groups- 18-21 years defined as the younger moviegoer and 35-48 defined as the older moviegoer. Greater distinction in experiences and interpretations emerged between older frequent and infrequent moviegoers than between younger frequent and infrequent moviegoers. Though all informants reported noticing generic products in movies, the older moviegoers provided the most frequent and elaborate experiences. In particular the older moviegoers expressed distrust of brands placed in movies. They interpreted encountered brands as infringements on the sacredness of the viewing experience and associated brand props with manipulative power. To the younger informants, brand props were associated with an invitation to cultural belonging and feelings of emotional security. In their view, brands in movies fostered the sharing of experiences between moviegoers and characters.

In their exploratory study examining the relationship between viewers' emotional response and their evaluation of television commercials, Stout and Rust (1993) have examined how emotional responses to advertising were affected by demographic characteristics such as age, sex and brand usage. In their study of seven commercials, demographic characteristics were found to influence descriptive emotional response, with older viewers indicating more descriptive emotional response than younger viewers. . In a study of 140 children across second, fourth and sixth grades, Vollmers (1996) found that recognition of brands was influenced by type of brand placement in the movie and children's ability to recognize the promotional intent of brand placement improved with age (cited in DeLorme and Reid, 1999).

Argument-focused appeals, expert sources, and negatively framed messages, generate better responses in young markets where consumer product knowledge may be limited, while in older markets, emotion focused appeals and positively framed messages are more likely to elicit a response (Chandy et al 2001). According to previous research use of humor in ads could have positive effects (Duncan and Nelson 1985, Rossiter and Percy 1997), mixed effects (Chattopadhyay and Basu 1990), and no effect (Wu et al 1989) on ad responses at different levels of the hierarchy of communication effects. As suggested by Lewin's 1951 "field theory," the impact of humor is likely to depend on the interaction of ad characteristics with characteristics of the individual processing the ad (cited in Cline et al, 2003).

The process of advertising interpretation is not merely a matter of decoding but of active synthesis where the meaning is extended and elaborated as the involved audience engages in processes involving cognition and emotion (Moriarty, 1996). Bulmer and Buchanan-Oliver (2004) undertook a study to understand consumers' approaches to interpreting television advertisements. Their analysis of personal responses, supports the theory of co-creation of meaning in advertising as each individual brings his or her personal experiences and life themes to the interpretation of advertising. These unique events combined with personal knowledge structures allow each person to make distinctively different interpretations of every advertisement, therefore leading to different behavioural responses. This supports the findings of Forceville (1996) and Phillips (1997), in that there is considerable, but not unanimous consensus about the nature of the features projected from the visual imagery onto the brand.

The communication effect of four types of alcohol advertisement, i.e. humorous, warm, erotic and non-emotional, on Belgian and Polish young consumers revealed that basic ad evoked similar feelings in both groups with emotional appeals generating a more positive ad and brand attitude. Differences were observed in erotic ads which had a better response in Poland while an evoked irritation lead to negative communication effects only in Belgium (DePelsmacker and Geuens 1998). Young Chinese consumers are found to hold similar attitudes towards sex appeal ads as US consumers and even more favourable attitudes than Australian consumers (Liu et al 2009).

Nelson and McLeod's study (2005) on the adolescent age group found that motives and perceived parent and peer brand consciousness were positively related to adolescent brand consciousness. Those adolescents considered to be highly brand-conscious were also those who were most aware of, and favourable, towards product placements. All adolescents demonstrated third-person perception of media effects in that they considered others to be more influenced by product placements than themselves, with peers influenced more than friends. Highly brand-conscious teens perceived the greatest effects of product placements on their own and others' buying behaviour. Escalas and Bettman (2003) studied the differences in consumers' connection to brands based on the varying influence of reference groups on different types of individuals. They found that for individuals with self enhancement goals, aspiration group brand use has a greater impact on self-brand connections while for individuals with self-verification goals, member group use has a greater impact on the brand connections. Lundstrom and Sciglimpaglia (1977) reported that some groups of female consumers, usually defined by demographic variables (i.e. income, education) were more aware of stereotyped role portrayals in advertising than others and that corresponding prejudices influenced women's attitudes toward firms or products associated with stereotyped role portrayals (Lysonski and Pollay 1990).

Ethnically distinctive individuals are more likely to interpret an ethnically targeted ad in terms of ethnicity than ethnically nondistinctive individuals (Deshpande and Stayman 1994), and to prefer ads with similar ethnically distinctive sources more than nondistinctive individuals in response to similar nondistinctive sources (Grier and Brumbaugh 1999). Nondistinctive individuals have been shown to prefer ads they feel target them based on a broader configuration of ad cues, not merely similar sources (Brumbaugh, and Grier 2006). Results of an experiment show that while dominant culture source cues lead to self-referencing and favorable ad attitudes for all participants, subculture source and nonsource cues induce self-referencing, and enhance ad attitudes only among members of the subculture (Brumbagh 2002).

2.3 Impact of Communication Cues on Attitudes and Preferences

Previous research has analyzed the impact of various executional cues on Aad. In print advertising, color (Gorn and Goldberg 1977), odors (Ellen and Bone 1998), celebrity

endorsement (Sengupta, Goodstein and Bonjinger 1997), spokescharacters (Garretson and Burton 2005) and verbal cues (Meyers-Levy and Sternthal 1993), have all been found to affect information processing and advertising effectiveness. Other studies have demonstrated the impact of cues like colour (Lohse and Rosen 2001), dress (O' Neal and Lapitsky 1991) and ad size (Moriarty 1986, Kirmani 1990) on quality and credibility associations. Use of pictures and colour has also been shown to attract attention (Rossiter 1988, Valiente 1973) and create more favourable attitudes (Rossiter and Percy 1987, Mitchell and Olson 1981, Pallak 1983). Debevec et al (1985) found that ads with high visual content generated a more favorable Aad than low visual content ads, when abstract (rather than concrete) claims were made. Positive expert and consumer endorsements, both have been found to enhance audiences' attitudes toward the endorsed product (Wang 2005). Kamins (1989) observed an interaction between celebrity /noncelebrity endorser and message sidedness, with attitudes toward the ad being most favorable when a two-sided message was coupled with a non celebrity endorser.

Animated characters are great attention-getting devices in advertisements (Callcott and Lee 1994, Barcus, 1980), and they can influence affective attitudinal components. Studies also show that children prefer advertisements with pictures to text-only advertisements (Huang et al 1992). Decoding of the ad's message by children and liking or disliking for a particular advertisement are influenced by likeability of the model, character or endorser, story line, slogan and the music used in the ad (Panwar and Agnihotri, 2006). A story format makes an advertisement familiar, easier to follow, more enjoyable (particularly when humorous), and increases children's emotional response (Rajecki et al., 1994).

Individuals' attitudes towards an ad have also been shown to be influenced by the interaction of personal and/ or situational factors with various ad types- informational versus transformational (Edell and Burke 1987), comparative versus noncomparative (Droge 1989), positive, negative, or neutrally valenced (Gresham and Shimp 1985; Keller 1991), simple versus complex (Zinkhan and Martin 1983; Cox and Cox 1988), humorous versus non humorous (Chattopadhyay and Basu 1990) and one-sided versus two-sided(Kamins 1989). In addition, factors such as brand/ product familiarity, time delay, and prior brand attitudes have been shown to interact with ad-related and consumer response variables in influencing Aad. Alex Wang (2005) examined the process by

which audiences integrate expert and consumer endorsements into their product evaluations, and how endorsement consensus affects this process. This study demonstrated that positive average rating from either consumer or institution and higher credibility of regular consumers generated better attitude.

Research on how information present in the ad impacts attitude formation includes a study by Fang and Rosen (2000) on the impact of two source-contact cues (URLs and toll-free numbers). They found that under both high- and low-involvement conditions, subjects have more positive attitude when a URL is included in the ads than when neither cue is present. Previous studies analyzing the effects of associations for highly informational advertisements suggest that (positive) associations are generated at the cost of message processing and therefore result in a negative effect on brand evaluations (Coulter and Punj, 2007; Kiselius and Sternthal, 1984). Praxmarer and Gierl (2009) show that if an advertising message is easy to process, receivers generate associations in addition to getting the message and generating positive stimulus-based thoughts. They also highlight that if the advertising message is easy to process, the effects of consumers' associations depend on their favourableness: positive associations have a positive effect on brand attitude and negative associations have a negative effect.

An ad containing a concrete picture of a product in use is more effective in stimulating vivid visual imagery processing, and favorably influencing attitude toward the advertisement and brand, than either an ad containing a considerably less concrete picture or one without a picture. Copy containing instructions to imagine also stimulate vivid and elaborate visual imagery processing and enhance attitudes (Babin and Burns 1997).

In a detailed study conducted in the Czech Republic, Orth and Holancova (2003), looked at how impact of sex role portrayals in advertisements for a fictional cell phone service. The attitudes examined were consumer prejudices, attitude toward the ad, and brand attitude. It was found that role incongruity affected consumer emotional response both directly (surprise) and indirectly (approval, disapproval) with consumer prejudices moderating effects. Disapproval was found to have a stronger (absolute) impact on consumer attitudes than did approval. The finding of significant effects is in line with past congruity research (Garbarino and Edell 1997, Alden et al

2000). This study also confirms earlier suggestions that affective consumer response to sex role portrayal may exist (Batra & Ray 1986, Jaffe and Berger 1994).

An important issue in the design and execution of advertising messages is ensuring that consumers' reactions to advertising are associated with the name of the advertised brand. Academic research has consistently demonstrated the difficulty that consumers have linking advertising messages to brand names, particularly in highly competitive advertising environments (Burke and Srull 1988; Keller 1987, 1991; Kent and Allen 1994).

The study conducted by Baker et al (2004), across 244 undergraduate business majors in their early twenties found that there was a significant effect of brand-name placement on brand attitude. As predicted, brand attitude in the brand-name first condition was significantly higher than in either the brand-name last condition or the brand-name first and last condition for both pair wise comparisons. There was no significant difference between brand attitudes in the brand name last and the brand-name first/last conditions. The results support the proposition that inserting the brand name at the beginning of a television ad rather than waiting until its end can enhance the persuasive impact of the ad. Recent research (Thorson and Lang, 1992; Gieger and Reeves, 1993; Bolls et al., 1995; Lang et al., 1999; Yoon et al., 1999) has begun to examine how production-related features may influence the viewing of advertisements or televised programmes and has provided some evidence that alterations in production features can lead to changes in consumers' cognitive and affective responses. This line of research indicates that production-related features such as commercial pace can have effects on attention, memory and attitudes that go beyond the influence of the message content.

The effects of television commercial pacing on viewers' attention and memory were analyzed by Bolls et al (2003) in an attempt to determine whether fast-paced advertisements have a demonstrable advantage over slow-paced advertisements in terms of their ability to attract attention and enhance recall. It appears that the level of involuntary attention elicited by fast-paced television advertisements, may enable viewers to store and later recall the non-claim (more peripheral) components of the advertisement adequately, but not enhance their recall of claim-related advertising information. Such a finding is consistent with theories of information

processing tendencies, such as the elaboration likelihood model (Petty et al., 1983), which suggest that 'peripheral' processing (e.g. the processing of non-claim-related advertising cues) is less effortful than 'central' processing (which is assumed to require more mental effort in an attempt to attend to and process messages, i.e. claim-related, advertising elements).

2.4 Influence of "Type of Product Category" and "Involvement with Category" on Attitudes and Preferences

While it is clear that individuals' ad attitudes are a result of personal/individual, ad-related, and other factors, the nature of this influence must be considered in light of other moderating influences. For instance, the impact of provocative sexual appeals on Aad depends on the type of product category (De Barnier and Valette-Florence, 2006). Hirschman et al. (1998), proposed that consumers make sense of advertisements by tacking back and forth between their iconic recognition of the product being shown and their ideological knowledge (of the product).

Results from the Lohse and Rosen (2001) study show that color and graphics can influence perception of quality and credibility but these effects vary by product category. Color signaled information about quality for the product of photo developing, where color would naturally be expected to be an important attribute. However, it did not signal information about quality for the remaining categories nor did it affect credibility of claim for either of the product categories tested. Quality of graphics added a significant effect for the restaurants and photo developing categories, which suggested that photographs with their ability to provide more precision, detail, and greater realism than line art, can have a significant effect on perception of quality and credibility for products where such detail is helpful for these judgments. Results were not significant for color or graphics effect on quality and credibility for computers. Color and photographic realism should be less important in this product category because decisions are more likely to be made on factual data (e.g. brand name and computers specification).

Piron (2000) explored the differences in brand associations, preferences and purchase intentions across brands within same product categories but with different countries of origin. He found that differences were stronger for luxury products vs necessity products. Wood (2003) has

studied differences in brand preferences, influences and purchasing behaviour across product categories for a particular age group (18-24 years). She found that there is significant difference in dimensions of brand selection, parental influence and linking of associations to self-image across product categories within this age group.

Stafford et al (2002) studied the impact of four different endorsers for two different service types: hedonic and utilitarian. Results were not the same for both service categories. For instance spokescharacters generated better response for hedonic services. For products where risk was low, females showed equally favorable response to objective and subjective claims in ads and for products where risk was moderate, they demonstrated more favorable response to objective claims. Males did not change their favorability of response between the two risk conditions (Darley and Smith 1993). A study across two different age groups demonstrated that patronage intentions of younger persons for a less conspicuous service were not affected by either the use of older models or mention of a senior citizen discount. In contrast, patronage intentions of younger persons for a more conspicuous service were negatively influenced by advertisements containing older models when subjects would be accompanied by same age friends (Day and Stafford 1997).

Typically, purchases are made by adult shoppers, regardless of whether the product category is targeted primarily at adults or children. Advertising directed at adults, for adult products, often aims at building brand loyalty, focusing on product characteristics that are perceived to be of long-term value. Children's products, on the other hand, must be updated frequently, reflecting the latest theme or character in order to grab attention. (Bridges and Briesch 2006).

It has been established that the level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes during the consumer choice process (e.g. Chakravarti and Janiszewski, 2003; Kokkinaki, 1999; Kleiser and Wagner, 1999; Laurent and Kapferer, 1985; Houston and Rothschild, 1978) and category / product involvement has been extensively used as an explanatory variable in consumer behavior (Dholakia, 1998, 1997). Unlike consumers with high product category involvement, the moderately involved consumers are likely to be relatively less knowledgeable (Higie and Feick, 1989) and have more basic

cognitive structures (Sujan and Dekleva, 1987). What constitutes the basic level varies by individual, depending (at least partially) on the level of expertise held by the individual. As individuals develop increased knowledge, categories implemented to process information become less basic (Mervis and Rosch, 1981). Consumers view various brands of a particular product type as having similar attributes and thus categorize them together. This would be the case particularly for individuals who are relatively less knowledgeable about a particular domain (Fiske et al, 1983). A lack of distinction within product categories is commonly associated with lower product involvement compared to high-involvement situations in which consumers clearly differentiate between alternative brands. Under the low-involvement scenario, brands in a product category would be perceived as non differentiated, acceptable substitutes (Zaichkowsky, 1986).

2.5 Influence of Different Age Groups in Purchase Decision Making

Various theories of cognitive, social and individual development identify distinct stages of development and socialization corresponding to different age groups. Variation exists in the abilities and resources of individuals in different stages (Piaget, 1953). The process of consumer socialization begins with infants, who accompany their parents to stores, where they are initially exposed to marketing stimuli. A 1993 study by McNeal and Yeh highlighted that within the first two years, children begin to make requests for desired products. As kids learn to walk, they also tend to make their own selections when they are in stores. By around the age of five, most kids are making purchases with the help of parents and grandparents, and by eight most are making independent purchases and have become full fledged consumers (McNeal and Yeh, 1993, cited in Solomon, 2003).

For most children's products, parents have always played an integral role as influencer, decider and /or purchaser. Today increasingly the reverse is also true where influence may travel in either direction between parent and child (Bridges and Briesch, 2006). In fact, children often influence purchases besides confectionery and cereals, and parents may appreciate their input, especially if it makes shopping more efficient (Embrey 2004). With all their purchases ahead of

them, and with their ability to pull their parents along, children have joined the target audience of virtually every consumer-goods industry (including adult and family products) (McNeal, 1998).

Though teenagers have long attracted the attention of marketers, the growing tweenager segment is also now emerging as the focus of interest for marketers. Marketing research on tweenagers refers to children in the age group of 10 to 12 years (Tinson and Nancarrow 2007, Martensen 2007, Datamonitor 2002) or 8/9 to 12/13 years (Siegel et al 2004, Wiley et al 2007). According to the adult respondents in Key Note's 2001 consumer research in UK, undertaken by NOP (National Opinion Poll), Tweenagers, (like teenagers), are a highly media-literate group of consumers for whom marketing, advertising and the importance of brands are a part of life. The research found that parents are likely to understand and identify with the needs and aspirations of their tweenage children and are important allies for marketers (Tweenagers Market Assessment, Jan 2001).

It is a common perception that the current tweenagers cohort are unlike previous ones in that they are acting "older" much earlier, and want to be treated accordingly. The emerging literature focusing on this segment reports the media "savvy" of this generation, and their more sophisticated attitudes regarding what products they are attracted to and hence "desire" (Wiley et al, 2007). Liebeck's findings (1998) reflect the increased significance and buying power of this segment with the top expenditures on food and beverage, entertainment and apparel. Day (1999) observed a steady rise in fashion interest among children as young as seven to ten, as well as an increase in children choosing their own clothes. However, Clarke (2005) cautions marketers not to assume that tweenagers always aspire to a teenage lifestyle. He says Tweeners ("tweenagers") are a difficult market to sell products to; too old for toys and too young for adult products. The young audience does not necessarily understand the purpose of advertising and may trust messages at face value. They do not develop brand loyalty and they request whatever brand offers the latest appeal that reaches them. Thus their response to advertising appears as frequent brand switching. Teenagers, on the other hand, are beginning to shop more like adults; they respond to image-focused messages and develop brand loyalties (Kelly et al. 2002). Thus, when advertising is effective with older children, the impact may appear as a decrease in brand switching.

Children today, enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them (Kaur and Singh, 2006). Children influence indirectly and in a passive way by indicating what they like and what they do not like (John, 1999) and young children might use very direct approaches to influence (Rust, 1993). One such direct approach is pestering which involves repeated requests and exchanges till the child gets his/her way (Gram, 2007). Pester power or the nag factor describes an indirect path beginning with promotional activities influencing children, who then request that their parent(s) buy the product, followed by the parent(s) making the decision and/or purchase. The effects of such nagging might be observed as an increase in apparent variety-seeking behaviour, if parents respond regularly to nagging for different brands (Bridges and Briesch, 2006).

When the nag factor is investigated, it is important to consider whether the product category is one in which children might have influence (Bridges and Briesch, 2006). Influence of children varies by product, product sub-decision, stage of the decision-making process, nature of socialization of children, families' gender role orientation, demographic features such as age and gender (Belch et al, 1985). According to Roedder John (1999) existing marketing literature reveals that older children have more influence than younger children. Younger children influence indirectly by their mere presence and by their special needs, setting certain limits and demands to what the family can do (Fodness, 1992; Thornton et al., 1997). There are age related differences in the impact of the nag factor as well. Atkins(1978) findings indicate that younger children are more likely to initiate a request but older children have greater success upon doing so. Older children have the most influence on shopping relevant for children (e.g. breakfast, toys and clothes), moderate influence on family activities (e.g. holidays and restaurants) and the least influence on durable consumer goods and expensive goods (Gram, 2007). Children exert considerable influence during the problem recognition and search stages and the least influence in the final decision stage (Belch et al, 1985; Filiatrault and Ritchie, 1980; Hempel, 1974) for family activities such as choice of vacations and restaurants and consumer durables. However, Holdert and Antonides (1997) reported that children's influence was higher in the later stages of the decision making process; that is, at the time of alternative evaluation, choice, and purchase for four purchases (holidays, adult and child clothing, and sandwich filling). Influence may

travel in either direction between parent and child (Bridges and Briesch, 2006) and parents have become more accepting of children's preferences (John, 1999). While nagging is the most direct approach, as children grow older, strategies such as bargaining, compromising and persuasion are employed, and asking for products with no argumentation turns into discussions and compromises between parents and children (Rust, 1993; Palan and Wilkes, 1997).

Johnson (1995) found that product type is an important variable in determining the way children will behave in family decision making. She observed that bargaining was the most common strategy adopted by children when trying to influence the purchase of products for personal use. Children's influence is also seen to vary by who is the user and the perceived importance of the product to the user (Beatty and Talpade, 1994; Foxman and Tansuhaj, 1988). Jensen (1995) proposed that parents' involvement is a function of financial risk, their role as users, and their perception of product differentiation whereas children are mostly involved in the purchase due to their role as users. She explored the influence of children in making purchases and concluded that besides products for direct consumption, children display influence in purchasing products for family consumption where parents are less involved and perceive little or no product differentiation (for food products).

Several recent studies recognize that the child also plays a part in family decision making (e.g. Howard and Madrigal, 1990; Gram and Therkelsen, 2003). Children use more advanced techniques in taking part in family decision making and in influencing family purchases. Children might initiate the purchase, collect information about alternatives, suggest retail outlets, and have a say in the final decision (John, 1999). Gram's (2007) study of parents and children in Denmark and Germany show that parents perceive children to have moderate impact on decision making. Children, on the contrary, think they have quite a high level of impact. Parents perceive themselves to have the decisive vote, but in this "decisive vote", parents take children's manifestations and prior experiences with the children into account.

In a focus group study by Kids-Link, the market research group of Kid Stuff Promos and Events, girls in the age group of 13-15 years in Delhi, estimated that they were able to influence 50 percent of the decisions. The study highlighted that kids have a lot of information because of

exposure to television, other media, and friends. They reflected that parents sought their opinion even in making purchase of products not directly related to the children, such as cars, because of their higher knowledge of brands, models, and the latest trends. Also, children stated that parents bought products that made the kids happy (Kaur and Singh, 2006).

In most parts of the world, there has been an increase in the average age of parenthood, family sizes are smaller and there are more dual income families, leading to an increase in the parental disposal income available to spend on children (Keynote Publications, 2001). Bulk of the spending on children's products is done by parents, but in recent years the direct purchasing power of children, resulting mainly from allowance or pocket money, has also gone up considerably.

Connor (2006) points out that branding begins as early as two years of age and that "Marketers are eager to reach very young children but not necessarily to promote specific products; instead, the goal is often to build brand loyalties, on the basis of the theory that, the younger the age at which brand awareness is established, the stronger the brand loyalty will be as a child grows." McNeal (1998) highlighted that children constitute three distinct consumer markets: primary, influence and future

From an earlier authoritative upbringing of children, upbringing has become more liberal moving from a focus on obedience to a focus on independence and autonomy and families have become negotiation families (Du Bois-Reymond et al., 2001). This plays a role for family decision making where children are listened to, to a greater extent and encouraged to voice their point of view. Dhobal (1999) noted that across stages of product adoption—awareness, knowledge, preference, conviction, and adoption—for durables, Fast Moving Consumer Goods (FMCGs), and services, children were previously inactive in all stages of adoption except for the actual adoption stage. However, today, children are active in all the five stages of adoption of durables as well as FMCGs. He reported that in the new urban Indian family, children were influencers/co-deciders at the time of purchase of personal products, consumables, financial products, vacations, educational products, and family automobiles while they were buyers of family toiletries and initiators or gatekeepers for purchases of household durables.

Marketers must be cognizant of the increasing power of youth in family purchase decisions as technology changes knowledge structures. Most observers accept that the youth market is large and growing in its own right. It also seems possible, though, that many young consumers will have even more importance than previously considered because of their increasing influence within their family group (Marshall and Reddy, 2007).

Kapoor (2001) collected information from families in Delhi in regard to their roles across stages of purchase decision-making for six durables—televisions, refrigerators, washing machines, personal computers, audio systems, and cars. She found that individual members were associated with multiple roles. The initiator for purchase in a family was typically a young female member, who was likely to be the wife or one of the children. She illustrated that the need for an audio system, personal computer, and television was likely to be first expressed by the children in the family. As influencers, younger members, especially children, were found to affect purchase of a personal computer, audio system, and television. The final purchases were found to be decided upon after consultation with other family members, mainly the husband.

Kaur and Singh (2006) cite that children have not been observed to have a large impact on instrumental decisions such as how much to spend (Belch et al., 1985; Jenkins, 1979; Szybillo and Sosanie, 1977, Kaur, 2003; Singh and Kaur, 2004; Verma, 1982), but rather play a role while making expressive decisions such as color, model, brand, shape, and time of purchase (Belch et al., 1985; Darley and Lim, 1986, Sen Gupta and Verma, 2000; Singh, 1992; Synovate, 2004). Kaur and Singh (2004) also observed that children are individually active in initiating the idea to purchase a durable. In other stages of the decision making process, they exhibit joint influence along with other members of the family.

These days pester power plays a major role in attracting non-traditional advertisers such as car and technology companies to Cartoon Network as they find more kids influencing decisions these days in the purchase of products which are not directly used by them (Hindu Business Line).

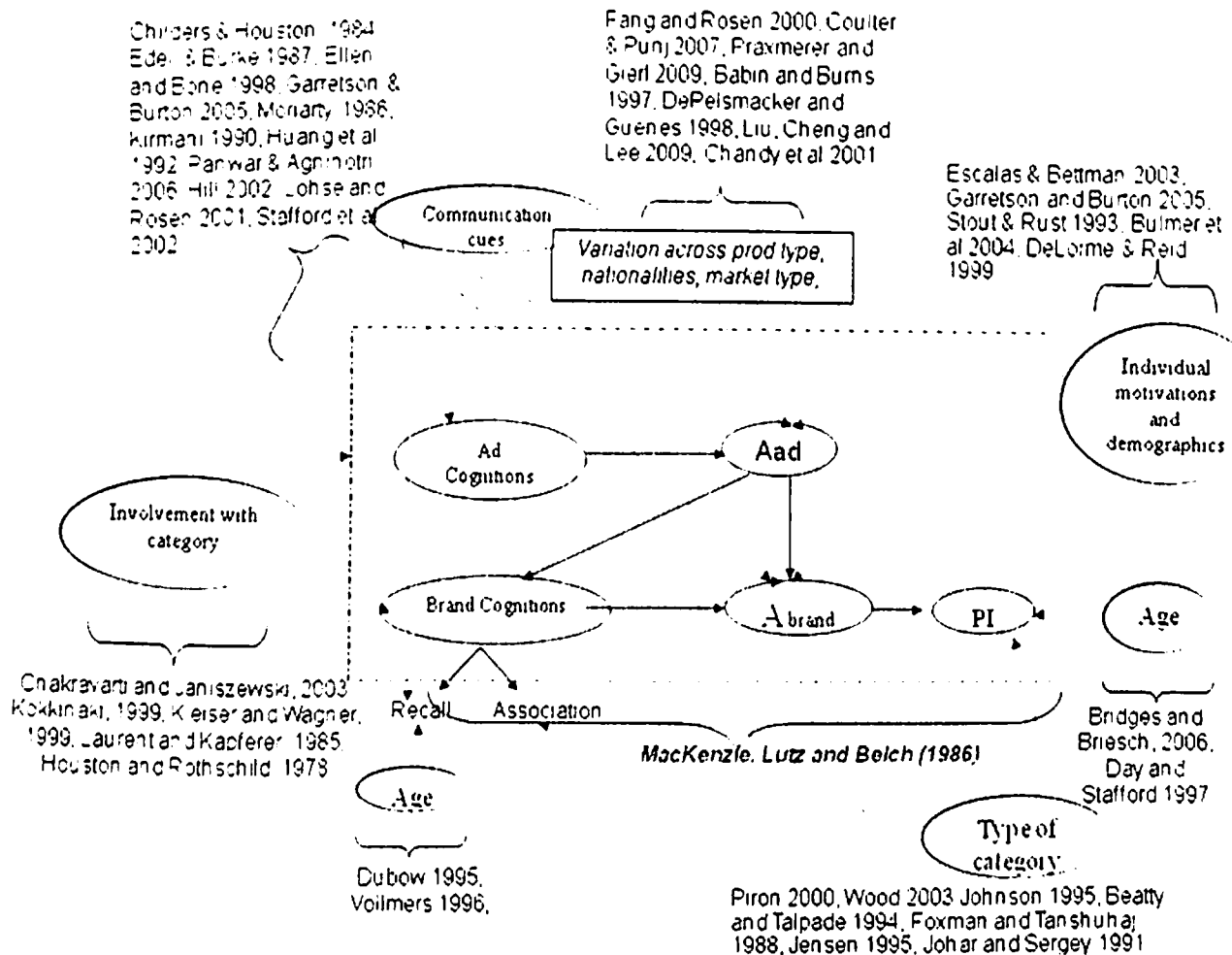
The review of existing literature clearly highlights that for children or youth products, children/youth are the consumers and sometimes the co-decision makers and purchasers, while adults are the influencers and often the decision makers and purchasers. Similarly for adult or household products, primary audience for marketers are adults but the influence of children across product categories is significant and often children can be the initiators and even the co-decision makers. The Children and youth segments are growing in size as well as in influence. These segments today are much more exposed to and aware of brands and also have the spending power or at least pester power which can affect performance of brands across product categories. Therefore marketers' efforts at building brand awareness and associations cannot be restricted to one age group alone.

In a study on urban youth, Bansal (2004) highlights that 54% of India is estimated to be under the age of 25. However the consuming class that is the target of most youth lifestyle brands numbers approximately 16 million. The youth at 15 and at 24 are two very different species. The actions and choices of the first are limited by what the family can afford or thinks is reasonable but it is the second which actually comes into its own with BPO (Business Process Outsourcing) and other entry level jobs booming. The early youth (13-21 years) are influenced by parents and peer-group. Their brand preferences are well developed but brand consumption is occasional and aspirational. The middle youth (22-28 years) are influenced primarily by peer group and workmates. They can finally afford the brands they aspired for in early youth with their own money. They seek "feel good" factor and expression of identity for choice of brands consumed while at the same time they are value conscious. As against this are the late youth (age 29+years) whose influencers include workmates, spouses, kids and inner voice besides peers. They look for a mix of status and fun brands depending on personal beliefs (Bansal, 2004).

2.6 Research Gap

The key aspects of the literature review can be mapped onto the dual mediation model and summarized as follows:

Figure 2i: Key Aspects of Literature Review



While there is a vast body of literature pertaining to research on effectiveness of marketing communication with respect to generating desired behavioral responses, there are some specific gaps which need to be addressed. Mukherjee (2002) analyzed the impact of verbal and pictorial cues on brand recall and associations for corporate executives. The research highlighted that the findings are contingent upon the extent of consumer involvement in the product category. Mukherjee suggests that future research should examine the impact of pictures and verbal information in print advertisements, in terms of attitude and ultimate behaviour and he further highlights the need to look at other respondent age groups. Dubow (1995) highlights the lack of literature pertaining to advertising recall and memory by age phenomenon. Stout and Rust (1993) brought out through their research that demographic characteristics including age affect emotional response and they recommended that further testing should be done to study how different executions and product categories influence results particularly with respect to specific

Verbal
vs.
Pictorial
cues

demographic variables. Holbrook and O' Shaughnessy (1984), among others, advocated more research that would examine advertising effects across different products and Baker et al (2004) point out that individual differences play an important role in processing and attaching associations to brand names, and hence future attitudinal research needs to delve into such variances.

Research related to impact of communication cues on consumer attitudes is broadly of two types- one focusing on the impact of specific cues on Aad/ Abrand in general or for a specific group of respondents and the other focusing on the variances in Aad/Abrand across different groups of respondents or different product categories. Within the second type of research, though some work exists relating to age groups, hardly any of this covers more than one or two age groups.

Further in most research only one or two variables such as recall/attitude and influence are analyzed. There is a gap in looking at the behavioural responses in all these dimensions simultaneously across multiple age groups. Though some research has been done in the area of analyzing involvement of specific age groups with respect to certain categories, little research is available on the comparative levels of interest and involvement of different age groups across product categories.

According to Moore et al (2002), while consumer socialization research has studied the roles of family, peers, and mass media in teaching children about consumption, the impact of parenting style, and the way parents and children interact in making household purchase decisions (e.g., Beatty and Talpade 1994; Carlson and Grossbart 1988; John 1999; Moschis 1987; Palan and Wilkes 1997), there is a gap on direct research on how different generations vary in their attitudes and preferences towards brands. They further point out that while influences of adults on younger family members are well known the reverse flow in which a younger family member influences a parent's views and behavior warrant closer attention, especially during the teenage years and early adulthood. In India particularly, the literature on decision making involving different age groups is scant and researchers have only partially investigated the role of children along with other members in family purchase decision making. Studies specific to Indian marketing environment are necessary, as pointed by Webster (2000).

Parenting
style,
household
purchase
decisions

Chapter 3

Research Methodology

3.1 Research Objectives

The research aims to analyze if differences exist in the way different age groups remember and relate to brands in different product categories. The specific objectives it seeks to address are as follows:

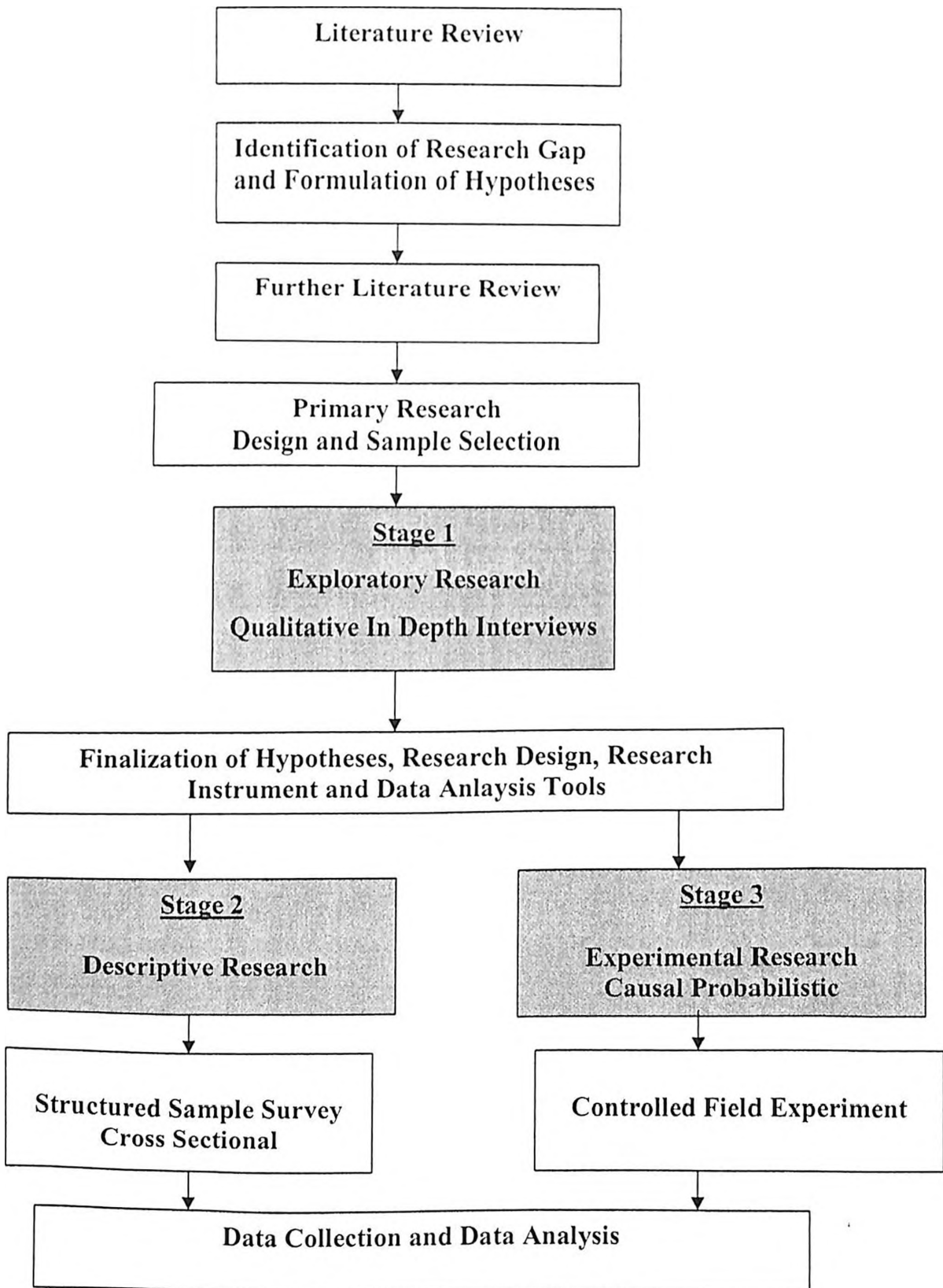
1. analyze the variance in category involvement and purchase influence across age groups for selected product categories
2. analyze the variance in brand recall across different age groups for the selected product categories
3. analyze the variance in attitude towards ad and brand attitude across different age groups for the selected product categories
4. analyze the variance in purchase intention across different age groups for selected product categories
5. bring out the implications of these insights for marketing strategy and communication

The research aims to study variations across age groups and not across regions or social classes. Hence the region and socio-economic class (SEC) were kept constant to SEC A in Delhi. The age groups studied were 10-12 years, 13-17 years, 18-24 years, 25-35 years and 36-45 years.

3.2 Research Methodology

The research methodology adopted was based on the scientific approach and commenced with extensive literature review to draw insights into existing research in related areas and to identify gaps for further research. The literature review was followed by framing the research topic, objectives and scope and developing the broad hypotheses.

Figure 3i: Research Methodology Overview



3.2.1 Exploratory research

The primary objective of exploratory research is to provide insights and gain an understanding of the problem confronting the researcher. The information needed is only loosely defined at this stage, and the research process that is adopted is flexible and unstructured.

The sample, selected to generate maximum insights, is small and non representative. The primary data are qualitative in nature and are analyzed accordingly. Given these characteristics of the research process, the findings of exploratory research are tentative and are used as an input to further research. Typically, such research is followed by further exploratory or conclusive research (Malhotra and Dash, 2009).

For this research study a very important aspect was to select product categories which have at least some level of interest and knowledge across all age groups. Therefore the exploratory research was designed to explore awareness of brands, kinds of associations generated by the brands and the involvement of different age groups in the purchase decision process, across a range of product categories. If any particular age group of the five defined for this research had very little or no knowledge about the product category it would not yield much information in the subsequent surveys.

The chosen methodology for the exploratory research was in-depth interviews using research techniques advocated for eliciting brand associations (like picture interpretation). The research was undertaken for all five age groups, across a range of 8 product categories with the objective of selecting 4 diverse categories which have sufficient involvement and knowledge across all age groups. The interviews were done only for respondents where the specified products were used at least once by themselves or by their families.

3.2.2 Descriptive research

The objective of descriptive research is to test specific hypotheses and examine specific relationships. In such research, information needed is clearly defined and the research process is formal and structured.

Based on the findings of the exploratory research, four product categories were selected. A structured questionnaire was designed to elicit responses on the following for the different age groups and product categories:

- involvement in product category
- influence in purchase decision
- brand recall
- brand attitude
- purchase intention.

Since the objective of the study was to analyze the variances in specified variables across age groups, a cross sectional design was used. The cross-sectional study is the most frequently used descriptive design in marketing research and involves the collection of information from any given sample of population elements only once.

3.2.3 Causal research: Controlled field experiment

The descriptive research focused on analyzing the variances in the selected dependent variables for existing brands in the selected categories. For existing brands to which the respondents have had prior exposure and/or experience, the dependent variables like awareness, attitude and purchase intention are influenced by a number of factors including extent of exposure, prior experience, peer group influence, brand heritage, communication spends, distribution strength, price etc.

While looking at variances across age groups, it is also important to analyze how the responses vary in response to a specific stimuli with other influences being controlled. An experiment was designed to study if differences exist across the five age groups in response to specific communication cues. The experiment was conducted for dummy brands so that effect of prior knowledge and experience and other marketing mix elements like distribution, price etc is eliminated.

Experimentation is the main method of casual research, in which the effect of manipulation of the casual or independent variables, on one or more dependent variables is then measured to infer

causality. Probabilistic causality would apply to this study since the dependent variable Y is a function of two or more independent variables and none of them is individually sufficient to explain Y. Each of them independently can only predict the probability of occurrence of Y.

In this research, impact of same communication cues on brand associations and recall across age groups was tested through placement of test ads in a dummy magazine. Sample taken was a matching the sample to that of the descriptive research. The dummy ads pertaining to the selected product categories were inserted in the magazine and given to the respondent for a specified time period, post which survey questionnaire was administered to get information relating to ads/brands recalled and associations formed. Three types of communication cues were taken for the study and all age groups were exposed to each cue. Two product categories were taken for the experiment.

3.3 Sampling Procedure

3.3.1 Target population

Target population is defined as the totality of cases that conform to some designated specifications. The specifications define the elements that belong to the target group and those that are to be excluded (Churchill and Iacobucci, 2002). The target population for this research is defined as SEC A population in Delhi in the age groups of 10-12, 13-17, 18-24, 25-35 and 36-45 years.

The reason for limiting the population to only SEC A and one city is to try and minimize all differences other than age. Since the objective is to study variation across age groups; it is best to minimize the possibilities of variances which could be caused by socio-economic factors like differences in SEC and/or region. Secondly SEC A population consists of educated and affluent people and so questions relating to a wide range of product categories can be asked and the dangers of mis-interpretation of the questions due to poor understanding of the English language can be minimized.

There are 2.6 million MCD households in Delhi of which about 25% are SEC A (Census 2001, Marketing Whitebook 2006). Post the census of 2001, there has been an increase in the number and percentage of SEC A households as indicated by other smaller research surveys. The census figure is taken as a conservative but comprehensive and authentic estimate of the population size. Of the total SEC A population in Delhi, about 23.5% reside in North Delhi, 29% in South Delhi, 23% in East Delhi and 24.5% in West Delhi (IRS 2009).

3.3.2 Sampling frame

The second step in the sample selection process is identifying the sampling frame, which is the listing of the elements from which the actual sample will be drawn.

The easy choice of sampling frame could be telephone directories, however this choice was rejected as the telephone directory provides an inaccurate listing of all households, omitting some without phones and unlisted numbers and double counting others that have multiple listings (Brick et al, 1995). Further with increasing usage of mobile phones and the multiplicity of service providers no single directory can cover the population/households in a given region.

To develop the sampling frame, a list of MCD wards with high concentration of SEC A population from the four regions of Delhi was drawn up. The selection of the wards was in accordance with the spread of SEC A population across Delhi, as indicated by IRS 2009.

Table 3A: MCD Wards with SECA concentration

Population Census results 2001

Selected MCD wards- household population

Ward	Ward name	No. of	Region
100	Ashok Vihar	13125	N
114	Civil Lines	15326	N
83	Dilshad Garden	22272	N
119	Kamla Nagar	10725	N
118	Model Town	13906	N
117	Rana Pratap Bagh	17347	N
31	Shalimar Bagh	17058	N
120	Shastri Nagar	12123	N
33	Rohini	57635	N
4	Defence Colony	14341	S

12	Greater Kailash I	16039	S
9	Greater Kailash II	17790	S
14	Gulmohar Park	13245	S
13	Hauz Khas	14070	S
10	Kalkaji	15734	S
56	Mahipal pur (inclds Vkunj)	29883	S
11	Malviya Nagar	19856	S
15	R K Puram	18488	S
59	Saket	16919	S
8	Sri Niwas Puri	18949	S
63	Tughlakabad	22425	S
16	Vasant Vihar	15155	S
65	Badar Pur (inclds S.Vihar)	53175	E
77	Krishna Nagar	12892	E
69	Mayur Vihar	16183	E
2	Nizammuddin	18372	E
7	Okhla	21781	E
79	Preet Vihar	24601	E
81	Shahdara	14408	E
82	Vivek Vihar	16950	E
134	Anand Parbat	23919	W
126	Dakshini Patel Nagar	14906	W
17	Janakpuri	20651	W
128	Naraina	19464	W
26	Paschim Vihar	18589	W
32	Pitam Pura	20031	W
125	Purvi Patel Nagar	16579	W
127	Rajinder Nagar	15797	W
23	Rajouri Garden	14034	W
21	Tagore Garden	17536	W
	Total	772279	

IRS 2009	Population	%
Delhi North	794	23.40
Delhi South	991	29.21
Delhi East	782	23.05
Delhi West	826	24.34
	3393	

The electoral rolls (2009), of the listed wards, providing the detailed listing and addresses of eligible adults belonging to Delhi, were taken as the sampling frame (Annexure 1). All adults with the same address in the rolls were treated as one household. One household was defined as one element in the sampling frame. At the most only one member of each household covered in

the sample would be included in the research. No separate listing of the younger age groups was required as the children would be members of the households already covered in the electoral rolls.

3.3.3 Sampling procedure

When a decision has to be taken about the most appropriate techniques of sampling, the basic choice is between the probability and the non-probability techniques of sampling. Many applied sample designs represent combinations of the basic types of samples (Churchill and Iacobucci 2002). Of the three phases of research undertaken in this study, probability sampling was adopted for the quantitative survey and experimental research, while the sample selection for the exploratory research was non probabilistic quota sampling based on the researcher's judgement and convenience. Quota sampling was adopted to ensure equal representation of all age groups. As the study was only exploratory in nature and detailed statistical analysis was not required, non probabilistic sampling is an acceptable method as shown by previous research studies.

For the quantitative survey and experimental research, a proportionate stratified sample was systematically selected and within each strata, quota sampling was adopted to ensure adequate representation of each age group.

Stratified sampling minimizes the within-stratum variation and maximizes the between strata variation to reduce the overall variation in the sample data. It, thus, brings about a higher gain in precision in the estimate of the population characteristics under study than simple random sampling does. Again, because of the homogeneity within the stratum, stratified samples need smaller samples for the same size of sampling error, and thus result in lower costs (Easwaran and Singh, 2006; Cochran, 1960).

Systematic sampling involves systematically spreading the sample through the list of population members (Aaker et al. 1997) by selecting every k th element after a random start. The problem of checking for the duplication of elements, which is cumbersome with simple random samples, does not occur with systematic samples. All the elements are uniquely determined by the

selection of the random start (Brick et al 1995). It is easier to draw such a sample and to execute without mistakes (Cochran (1960).

Sample Selection: The sampling frame for the quantitative and experimental research studies was taken as the list of households in the SEC A dominant wards across the four regions of Delhi. Proportionate stratified sampling was adopted. Each ward was taken as a strata and the selection of the households for each strata was in proportion to the distribution of SEC A population in Delhi. From each strata/area in the sampling frame, the sampling elements were selected systematically.

Once the list of elements for each strata was prepared, quota sampling was used during the administration of the questionnaire in the field, to determine which age group to interview in each household willing to participate. This was done to ensure equal representation of all age groups in each strata.

Minimisation of errors: Non-coverage of all SECA households was minimized by cross checking across multiple sources (Population census, MCD, Marketing Whitebook, IRS data) and also verification by experts. The SEC A households account for 25% of the total households in Delhi (Marketing Whitebook, 2006). The wards selected, cover all regions of Delhi and account for 30% of Delhi MCD households, and at least 90% of SEC A population of Delhi is likely to be from these wards.

To reduce the incidence of non-response, one call back at a different time was attempted as far as possible. Interviewer bias was reduced by ensuring that all interviews were conducted by the researcher herself and questions were kept very specific and objective. Pre-testing of questionnaire was done and necessary modifications incorporated.

Chapter 4

Exploratory Research : Design, Administration and Analysis

4.1 Research Objective

The primary objective of exploratory research is to provide insights into, and an understanding of, the problem confronting the researcher. The information needed is only loosely defined at this stage, and the research process that is adopted is flexible and unstructured. For this research study a very important aspect was to select product categories which have at least some level of interest and knowledge across all age groups. Therefore the exploratory research was designed to explore awareness of brands, kind of associations generated by the brands and to some extent get a feel of the level of interest and involvement in purchase decision of different age groups for each of the product categories. If any particular age group, of the five defined for this research, had little or no knowledge about the product category it would not yield much information in the subsequent surveys.

The broad objectives of the exploratory research are as follows:

- To gain an insight into the knowledge, perceptions and interest level across age groups for a range of product categories
- To gain insights into decision making/ influencer roles played by different age groups for the product categories.
- To identify which 4 product categories would be most suitable for this study based on influence/usage across age groups and level of interest and knowledge displayed about the category
- To elicit a list of commonly known brands in each of the 4 categories

4.2 Research Design and Methodology

As the information required is only loosely defined at this stage and the objective is more to probe and understand the interest and responses of different age groups, qualitative research was considered suitable.

4.2.1 Methodology

The chosen methodology for the exploratory research was in-depth interviews for different age groups, across a range of 8 product categories with the objective of selecting 4 diverse categories which have sufficient involvement and knowledge across all age groups. The interviews were done only for respondents who have ever used the specified product categories.

In-depth interviews have been selected as the most appropriate research method for several reasons. First, this method is especially useful because of its flexibility that allows the researcher to delve into the study of consumer's perceptions, motivations and feelings about brands (Olsen, 1993). This method is specially suitable to obtain new insights not previously considered in the analysis (Grace and O'Cass, 2002; Miles and Huberman, 1994). In depth interviews are recommended when there is a need for detailed probing of the respondent, detailed understanding of their behaviour and perceptions and generation of brand associations (Malhotra and Dash, 2009). Depth Interviews can cover greater depth of insights than focus groups (Zaltman 1997, Malhotra 1999). They result in free exchange of information that may not be possible in focus groups because there is no social pressure to conform to group response. Another advantage of individual interviews is that it is relatively easier to schedule (unlike focus group discussions) and can be done at the respondents' convenience. The disadvantage with this technique is that the lack of structure makes the results susceptible to the interviewer's influence and the quality and completeness of the results depend heavily on the interviewer's skills. The data obtained may be difficult to analyze in some cases.

4.2.2 Product categories for exploration

Eight product categories were taken for the initial study. The underlying factor is the choice of the product categories was involvement/interest, influence, consumption and knowledge about brands, across age groups.

Research on spending patterns of children, and teenagers, indicate high level of interest and expenditure on snacks and beverages and on items fulfilling need for affiliation like clothes, mobiles and going out (McNeal ,1993; ASSOCHAM survey, 2008). Previous studies on purchase decision processes involving different age groups have taken representative products

for individual use, family and household use (Johnson, 1995, Sheth, 1974). Examples of products researched include expensive family products like car, television, household appliances, furniture, family vacation; everyday family products like breakfast cereal, food, shampoo and toothpaste; products that are primarily for children like toys, candy, etc and adult/ parents' products like gasoline, coffee etc (Jensen, 1995; Belch et al, 1985). Researchers in India have generally focused on durable purchases such as computers or TVs (Kaur and Singh, 2006).

Contemporary researchers express that children wield direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items (Halan, 2002; Singh, 1998). In Western literature, children have been reported to wield a lot of influence in purchase decisions for children products such as snacks (Abuja and Stinson, 1993); toys (Burns and Harrison, 1985; Jensen, 1995; Williams and Veeck, 1998); children's wear (Converse and Crawford, 1949; Foxman and Tansuhaj, 1988; Holdert and Antonides, 1997) and cereals (Belch et al., 1985; Berey and Pollay, 1968). Children have been observed to influence decisions for family products also, such as holiday/vacations (Ahuja and Stinson, 1993; Belch et al., 1985; Dunne, 1999; Holdert and Antonides, 1997; Jenkins, 1979) and eating at particular restaurants or even decision making for the family to eat out (Filiatrault and Ritchie, 1980; Williams and Veeck, 1998; Jensen, 1995). In India, younger members, especially children, were found to affect purchase of a personal computer, audio system, and television (Kapoor, 2001).

The list of eight product categories drawn up for this exploratory study included low cost products used by all age groups for individual and/or household consumption like toothpaste, soap, biscuits, and soft drinks and higher cost products purchased generally by adults but involving indirect or shared consumption with other age groups/family members like car, mobile handset, and TV set. Restaurants were also included as an example of a service that is applicable to and consumed by all age groups. Toys and clothes though high in interest level for children were not included because a large part of this category comprise local brands or unbranded offerings.

Product categories for exploration

1. TV
2. Automobiles
3. Soft Drinks
4. Soap
5. Biscuits
6. Mobile handsets
7. Restaurants
8. Toothpaste

Age Groups

1. Tweenagers (10-12 years)
2. Teenagers (13-17 years)
3. Youth (18-24 years)
4. Young adults (25-35 years)
5. Adults (36-45 years)

Each group was exposed to all categories. Not more than two categories were discussed with each respondent.

4.3 Sample Size

Exploratory research aimed at defining hypotheses or getting deeper insights through qualitative techniques like in depth interviews, requires a small but representative sample. As a general rule of thumb 25-30 is a good sample size for in depth interviews. However since it was important to ensure that all product categories are covered for all age groups, a sample size of 40 was taken, with each respondent covering two categories. Therefore the number of observations was 80. This ensured at least 10 responses per category and at least 16 per age group.

Keeping in mind cost and time considerations as well as the exploratory nature of the study, convenience sampling was used. All respondents were SEC A residents of Delhi and had used

products in the category under question.

Table 4A : Sample Size

	10-12	13-17	18-24	25-35	36-45	Total for category
TV	2	2	2	2	2	10
Automobiles	2	2	2	2	2	10
Mobile handsets	2	2	2	2	2	10
Restaurants	2	2	2	2	2	10
Soft Drinks	2	2	2	2	2	10
Soap	2	2	2	2	2	10
Biscuits	2	2	2	2	2	10
Toothpastes	2	2	2	2	2	10
Total responses per age group	16	16	16	16	16	80
No. of respondents	8	8	8	8	8	40

4.4 Development of Discussion Guide

To ensure that the objectives of the exploratory study are achieved and to provide a loose flow to the conduct of the interview a detailed discussion guide was prepared (Annexure 2). Though broadly following the same structure and flow, the discussion guide was customized slightly for each of the five age groups especially for the 10-12 age group. Four discussion guides were developed per age group, each covering two product categories. The initial part of the interview focused on general questions on shopping and then gradually moved on to specific discussions about one of the product categories.

Part of the information requirement is also to understand the type and richness of associations across age groups. However the majority of associations are pre-conscious and non-verbal and therefore difficult to elicit. Previous studies recommend the use of visual techniques, object-projective technique and person-projective techniques in research designed to elicit brand associations (Supphellen, 2000). This works well not only for older age groups but also for children. Therefore two folders comprising various pictures were also compiled and used in the picture association part of the interview.

One of the most popular techniques, often termed the moodboard technique, in which respondents are instructed to select pictures from magazines or newspapers that represent what they think or feel about the brand, has been used in this study. Visual techniques of this kind are useful for two reasons. First, such techniques are based on the use of metaphors, and metaphors are known to be effective in evoking hidden unconscious knowledge (Glucksberg 1995). Thus, such techniques can be useful for eliciting unconscious sensory and emotional associations about brands. Second, visual techniques are not dependent on verbal language in activating associations. When respondents look at pictures representing their associations, it becomes easier to find the right words (Supphellen, 2000). Another recommendation adopted for this study is delving deeper into the associative network by using the primary associations as stimulus words for subsequent probing of secondary associations (e.g. 'what do you associate with quality?') (Supphellen, 2000).

Care was taken to ensure that the respondents are allowed sufficient time to think and find words for non-verbal associations. In any interview, respondents will automatically and subconsciously be influenced by learned principles of conversation (Molenaar & Smit 1996). One of these principles is that conversations should run fluently, without long pauses. Hence, respondents are likely to feel awkward when they cannot readily find words for non-verbal associations. On this account researchers should instruct respondents carefully and encourage them to pause during their responses (Supphellen, 2000).

All respondents were assured that all responses will be held confidential. To avoid censoring of associations, however, assurances of confidentiality alone are insufficient as they do not remove the need of respondents to display a favourable image toward themselves and the interviewer. Because of this, person-projective techniques (PPT) were used in order to identify censored associations. Thus, the focus of attention is removed from the respondent, the need for management of responses should be alleviated and respondents are freer to report sensitive associations (Fisher 1993). As recommended by Rook (1988), pictures of brand users were used for PPT during the interviews.

The discussion guides were validated by two experts in the field of qualitative consumer research and an initial test run was done with about 10 respondents (2 from each age group). Based on this the guide was modified slightly to plug in the gaps and to improve the flow of the interview.

4.5 Administration and Data Collection

The interviews were held at the respondent's home after fixing prior appointments. Only one respondent was taken per household. All interviews were conducted personally by the researcher and the true purpose of the research was not revealed to the respondents. Only the researcher and respondent were present in the room at the time of the discussion.

4.6 Findings and Analysis

Data was collated for each product category and filters used for analysis were: (a) number of brands mentioned spontaneously by each age groups and (b) the richness of associations/descriptives given for the brands. The influencers and purchase decision makers were also analyzed for each of the categories.

Survey results-

Total no. of respondents-	41
Total no. of responses (categories covered)-	82
Total responses per age group-	16
Total responses per category-	10

The primary objective was to select four diverse categories, in which all age groups have sufficient interest and knowledge and some role to play in the purchase decision. The filters applied were as follows:

- categories with higher no. of spontaneous brand mentions
- categories with higher/ richer descriptives / associations across all age groups
- categories with influencers/users across at least four of the age groups covered

Of the eight categories studied, TV and toothpastes had the least no. of brands recalled spontaneously, the associations which came up were also very few and limited particularly in the 10-12 age group.

Restaurants as a category was able to generate rich associations across age groups however the brands mentioned were very disparate and the range of responses too wide. Comparisons in such a scenario would be difficult. In soft drinks though interest and awareness were high, responses were fairly similar and at many times clichéd.

Cars, mobile handsets, soaps, soft drinks and biscuits recorded high number of brands recalled (4 to 6 on an average) across age groups. Interest/awareness in these categories was also reasonably high. Associations generated were rich and covered aspects like quality, emotions, attributes, user image and brand personality (Annexure 3).

Following factors were kept in mind for shortlisting the product categories for the main survey:

1. The level of spontaneous recall and the richness and variety of associations generated across age groups would be the key indicators of level of interest in, and awareness of different brands in the categories selected.
2. Of the four product categories, two ideally should be hi-value and hi involvement products and two low value products.
3. The four categories between them should cover the possibilities of products which are for individual use and those which are for family use or shared consumption.
4. The four categories should also cover products which can be consumed by children and by adults individually as well as products where children can make independent purchases.
5. Presence of some degree of influence of different age groups in purchase decisions.

Keeping in mind the above factors, the analysis of the exploratory study leads us to the selection of the following product categories which exhibited high interest levels across all age groups:

1. **Biscuits** (low value, individual purchase, individual consumption possible for all age groups, could also be for family consumption)
2. **Soaps** (low value, could be individual/ family consumption)
3. **Mobile Handsets** (Hi value, individual –youth and adult consumption)
4. **Cars** (Hi value, family consumption/ youth and adult individual consumption)

The analysis of the exploratory data also led to the compilation of a list of commonly known brands within each category and these brands were included in the descriptive research questionnaire. The brands, to be studied in detail, were selected on the basis of frequency of mentions, representation of preferences of all age groups and variety of associations generated. Care was taken to ensure that the brand selected were not called different names by different respondents –for example Borbourne was used very generically to refer to different brands of Borbourne biscuits and so was not included in the final five. In the category of cars though the respondents named cars across all segments, only bands from the small car segment were taken to ensure a more uniform comparison across brands within this category. The five brands selected in each of the selected categories are as follows:

Table 4C: List of brands for descriptive research

Biscuits:	Soaps:
Parle G	Lux
Sunfeast Glucose	Cinthol
Britannia Marie	Pears
Milano	Lifebuoy
50-50	Dove
Mobile Handsets	Cars (small segment):
Nokia	Swift
Samsung	Indica
LG	Santro
Motorola	Wagon R
Sony	i10

The insights generated from the exploratory research were used to finalize the hypotheses, research design and questionnaire for the quantitative survey as well as for the field experiment.

Chapter 5

Descriptive Research: Survey Design and Administration

5.1 Research Objectives

If marketers have more than one age group in their target segment they need to know if attitudes and preferences for their brand vary with the age of the customer. Besides looking at customers, marketers also need to analyze the perceptions and attitudes of the influencers and users as the target audience for the marketer may be wider than the target segment, and in many cases could include multiple age groups. For developing their strategy, marketers need to know if the level of involvement, brand awareness, attitude and preferences across the age-groups relevant to them vary significantly for their brands and if so how they can leverage this knowledge for enhancing effectiveness of their brand communication.

As influence and interest of different age groups can vary across product categories, it becomes necessary to see if variation in the brand /ad awareness and attitudes across age groups follows the same pattern for different categories. Based on the exploratory research, four product categories- biscuits, soaps, mobiles and cars, were selected for the descriptive research.

The objectives of the descriptive research are as follows:

1. To analyze the variance in brand recall across different age groups for the selected product categories
2. To analyze the variance in attitude towards brand across different age groups for the selected product categories
3. To analyze the variance in purchase intention across different age groups for the selected product categories
4. To analyze the variance in involvement levels across different age groups for the selected product categories
5. To analyze the variance in purchase influence across different age groups for the selected product categories

5.2 Hypotheses

The following null hypotheses are tested through the descriptive research:

H₀₁ =There is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults.

H₀₂ =There is no significant difference in attitude towards brand across tweenagers, teenagers, youth, young adults and adults.

H₀₃ =There is no significant difference in closeness of association with brand across tweenagers, teenagers, youth, young adults and adults.

H₀₄ =There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults.

H₀₅ =There is no significant difference in involvement with product categories across tweenagers, teenagers, youth, young adults and adults.

H₀₆ =There is no significant difference in purchase influence across tweenagers, teenagers, youth, young adults and adults.

5.3 Research Design

The objective of descriptive research is to test specific hypotheses and examine specific relationships. In such research, information needed is clearly defined and the research process is formal and structured, typically based on large representative samples followed by quantitative data analysis. Since the objective of the study was to analyze the variances in specified variables across age groups, a cross sectional design was used.

Based on the findings of the exploratory research, four product categories were selected. A structured questionnaire was designed to elicit responses on the selected dependent variables (brand recall, brand attitude, closeness of association with brand, purchase intention, category

involvement and purchase influence) across the five age groups for the four selected product categories.

Variables in the experiment

1. Independent variables

- Age group
- Product category

Age groups- Five levels:

1. Tweenagers (10-12 years)
2. Teenagers (13-17 years)
3. Youth (18-24 years)
4. Young adults (25-35 years)
5. Adults (36-45 years)

Product category- Four levels:

1. Biscuits
2. Soap
3. Cars
4. Mobile handsets

2. Dependent Variables

- Category involvement
- Purchase influence
- Brand recall
- Brand attitude
- Closeness of association with brand
- Purchase intention

Dependent variables are explained in part 5

Q. Why these being called as dependent variable
ans. To you say 2 are independent
Why this is dependent

5.4 Sample Size

As described in chapter 3, the target population for this research is defined as SEC A population in Delhi in the age groups of 10-12, 13-17, 18-24, 25-35 and 36-45 years. The sampling frame for the quantitative and experimental research studies was taken as the list of households in the SEC A dominant wards across the four regions of Delhi. Proportionate stratified sampling was adopted. Each ward was taken as a strata and the selection of the households for each strata was in proportion to the distribution of SEC A population. From each strata/area in the sampling frame, the sampling elements were selected systematically.

Once the list of elements for each strata was prepared, quota sampling was used during the administration of the questionnaire in the field, to determine which age group to interview in each household willing to participate. This was done to ensure equal representation of all age groups in each strata.

The requirements of statistical tools for variance analysis were kept in mind while determining sample size (Hair et al, 2006). The aspects considered were as follows:

- All observations have to be independent
- Number of observations in each cell should be approximately equal.
- Number of observations in each cell should be greater than the number of dependent variables.
- Recommended minimum cell size is 20
- The total for each of the k samples to be studied, should be minimum 30

Since there are four product categories to be covered across five age groups, minimum sample size required would be 400 (20 observations per cell x 5 x 4). It was decided to include 600 observations and the sample size was taken as 1000 to account for non response and incomplete/invalid entries.

The quotas were specified to ensure the following distribution of respondents:

Table 5A: Age group quota in sample

	Age group					
	10-12	13-17	18-24	25-35	36-45	Total
Biscuit	50	50	50	50	50	250
Car	50	50	50	50	50	250
Mobile	50	50	50	50	50	250
Soap	50	50	50	50	50	250
Total	200	200	200	200	200	1000

The objective was to ensure the following minimum observations per cell after accounting for non response and invalid responses.

Table 5B: Minimum observations required

	Age group					
	10-12	13-17	18-24	25-35	36-45	Total
Biscuit	30	30	30	30	30	150
Car	30	30	30	30	30	150
Mobile	30	30	30	30	30	150
Soap	30	30	30	30	30	150
Total	120	120	120	120	120	600

Each respondent was to be exposed to questions on two categories- one low cost/low involvement and one high cost/high involvement category. The experiment would be a balanced design experiment with equal numbers in each cell.

5.5 Development of Questionnaire

Two sets of structured questionnaires were developed for the field survey based on the personal interview method. Both sets were identical except for the difference in the product categories covered. Each questionnaire covered one low expense and one high expense category. The questionnaire code named BC covered the product categories of biscuits and cars and the one code named SM covered the categories of soaps and mobile handsets (Annexure 4). The questionnaire was divided into two parts- the screener questionnaire with questions pertaining to

the profile, demographics and eligibility of the respondent for the survey and the main questionnaire seeking responses and ratings on the dependent variables. The main questionnaire comprised 16 questions most of which were close ended except for a couple of questions eliciting unaided recall. Widely accepted and established scales have been used for measuring most of the dependent variables.

Both the questionnaires were first tested with the academic group of fellow researchers and faculty members for errors, and on their valuable suggestions the questionnaire was modified. The modified questionnaire was tested through a pilot survey involving respondents in the proposed sampling frame.

5.5.1 Scale selection and reliability

All scales used in the study are well established and tested scales with high reliability, and have been extensively used and cited in previous research pertaining to this area.

Attitude towards the Brand (Abrand) is the consumers' evaluation of particular brands on an overall basis from poor to excellent (Assael, 1995). A single index Abrand (attitude towards the brand) can be obtained by averaging responses to the three 7 point scales proposed by MacKenzie and Lutz (1989)- good/bad, pleasant/unpleasant, favourable/unfavourable. The Mackenzie and Lutz scale is an established scale which has been extensively referenced and used in research studies relating to attitude towards the advertiser and advertised brand, with high reported reliabilities of α between 0.8 to 0.97 (Lohse and Rosen, 2001; Mackenzie and Spreng, 1992; Fang and Rosen, 2000; Stafford and Day, 1995; Wansink et al, 1994; Yi, 1993; Bruner, 1998). For the data collected in the field survey cronbach's alpha was found to be in the range of 0.7 to 0.97 confirming high reliability. } Reliability

Over the years, a wide variety of bi-polar adjectives have been used in different scales to measure brand attitude. While no one set of items has been declared optimal, there are some items which are more widely used and these should be strongly considered (Bruner et al, 2005). Of the 48 sets of bi-polar items, compiled by Bruner et al (2005), all three items of the

Mackenzie and Lutz scale (1989), are among the first 12 sets of items which Bruner et al find more suitable for measuring Abrand.

✓ Closeness of association with brand was measured using a single item, 7 point semantic differential scale - very close/very distant (Pati 2002).

✓ Purchase intention is one type of judgment about how an individual intends to buy a specific brand. Variables such as considering buying a brand, and expecting to buy a brand, measure purchase intention (Laroche *et al.*, 1996; Laroche and Sadokierski, 1994; MacKenzie *et al.*, 1986, cited in Teng et al, 2007). Purchase intention (PI) can be used as the closest substitute of actual consumer behaviour to determine effectiveness of element/s of the marketing mix (Assael, 1995). In this study PI has been measured using an established 7 point, single item scale with the bi-polar objectives- not at all likely to buy / very likely to buy (Mitchell and Olson 1981). This is consistent with previous research and is reported to be among the most frequently used single item scales for PI in the Journal of Advertising articles of the 1990s (Woo, 2001).

✓ Involvement with product category has been measured using the revised RPII scale by McQuarrie and Munson, (1992). The RRPII is similar to the conceptual base of RPII, but captures two facets of involvement: perceived importance and interest, proposed by McQuarrie and Munson (1986) and shows improved criterion validity. This semantic differential scale uses 10 pairs of bipolar adjectives to measure the level of involvement for a particular product category: important/ unimportant, irrelevant/ relevant, means a lot to me/ means nothing to me, unexciting/ exciting, dull/ neat (cool), matters to me/ doesn't matter, fun/ not fun, appealing / unappealing, boring/ interesting, of no concern / of concern to me. In this scale items 1,3,6,7, and 8 are reverse scored. Items 1 to 3, 6, and 10 comprise importance factor and items 4,5 and 7 to 9 comprise the interest factor. Overall summation of all 10 items gives the involvement measure. The RRPII has been found to exhibit alphas in the low to mid 80's range or better (Bearden et al, 1993). Several estimates of validity have also been reported for this scale, including evidence of discriminant validity, higher correlation with a number of behavioral outcomes as compared to the PII and predictive validity for the RRPII dimensions. Cronbach's alpha for the data collected

in the field survey was also found to be in the range of 0.7-0.86 indicating acceptable reliability (Annexure 5).

Purchase Influence was measured using the six point scale (I have no influence/ I have complete influence) used in similar studies done by Shoham and Dalakas (2003) and Belch et al (1985). The 9 items of this scale are: suggesting or initiating purchase, searching for and discussing different options, deciding when to buy, deciding which kind to buy, deciding which brand to buy, deciding which model to buy, deciding where to buy, deciding how much to spend and making the final purchase. Cronbach's alpha for the data collected in the field survey was found to be in the range of 0.87-0.93 indicating high reliability (Annexure 5).

5.5.2 Validity and reliability of questionnaire

The preliminary questionnaire was tested for validity and reliability. The pilot test with a representative sample of respondents, also helped remove any ambiguity, modify the language used to give better clarity and understanding wherever required, and improve the flow and structure. The final questionnaires used for the survey are given in Annexure 4.

Content validity of the questionnaires was conducted with experts in the area of marketing to check if the response generated through the questionnaire fulfills the research objectives and would be an acceptable representation of the variables we want to measure. The content validity was good but primarily judgemental and intuitive (Cooper and Schindler, 2003).

Several steps were taken to minimize demand effects for internal validity. First, in the beginning of the interview it was stated that the researcher is from an MR agency and does not represent any manufacturer and the purpose of the research is only to understand their likes and preferences. It was also specified that the MR agency was not concerned about whether comments were positive or negative- only honest opinions were of interest. Second, the respondents were interviewed alone without the presence of any other person in the room and no mention was made of other respondents or age groups covered. Thirdly, the respondents were asked in the end to state their thoughts about the purpose of the survey. Since the subjects did not

guess the real purpose of the study, it indicates that the demand effects were minimized (Yi, 1993; Darley and Smith, 1993).

The constructs operationalised in the survey (brand attitude, purchase intention etc) are well researched and supported by wide body of literature, though in different contexts. The researcher did not opt for testing construct validity as it is the most sophisticated and difficult type of validity to establish (Malhotra, 1999) and there is a lack of well established measures to cover all variety of circumstances. Instead, marketing researchers tend to develop measures for each specific problem or survey and rely on face validity i.e. content validity (Aaker et al, 1997), which has been done here.

Specialized knowledge or bias towards the product categories was controlled by ensuring that none of the respondents or their family members worked in any of the industries related to the product categories. It was also ensured that the respondents had not given any interviews in the preceding six months.

5.6 Administration and data collection

As described in chapter 3, a proportionate stratified sample was systematically selected from SEC A population in Delhi and within each strata, quota sampling was adopted to ensure adequate representation of each age group during data collection.

One household was defined as one element in the sampling frame. Only one member per household was included in the research. The interviews were held at the respondent's home after fixing prior appointments. All interviews were conducted personally by the researcher and the true purpose of the research was not revealed to the respondents. Only the researcher and respondent were present in the room at the time of the discussion.

A screener questionnaire was first administered to check if the respondents had been part of any other survey in the previous 6 months, or of they or any of their family members worked in any

industry related to the product categories covered. The screener questionnaire also checked for the age and SEC classification of the respondent.

The main questionnaire was structured in three broad sections, the first section covered questions related to unaided recall and level of involvement and influence in the two product categories covered, the 2nd and 3rd sections covered specific questions related to aided recall, brand attitude, brand preference, closeness of association with brand and purchase intention for the low involvement and high involvement categories respectively.

During the administration of the questionnaire show cards were used to elicit the rating on the different scales used as well as for the questions pertaining to aided brand recall. The respondent was explained that there was no right or wrong answer and that only his/her true opinion was required.

Total number of complete and valid responses included in the analysis, after removing outliers was 609.

Table 5C : Number of valid responses included in the analysis

	Tweenagers	Teenagers	Youth	Y. Adults	Adults	Total
Biscuits	31	31	31	30	31	154
Soaps	30	30	31	30	30	151
Cars	31	30	31	30	31	153
Mobile handsets	30	30	31	30	30	151
Total	122	121	124	120	122	609

5.7 Tools for Data Analysis

The objective of the descriptive research was to analyze variances if any in the dependent variables across different age groups. The choice of statistical technique to be used was based on the following:

- 5 independent samples for each product category
- two independent variables both of which are categorical
- more than 2 dependant variables
- dependant variables are metric (most are based on semantic scale except for brand recall which is a nominal variable)

As per statistical guidelines, ANOVA is the appropriate tool for variance analysis when there are more than 2 independent samples and dependent variables are metric (interval scale). For nominal/categorical variables chi square is the appropriate tool for analysis of variance. The data analysis using these tools was done on SPSS software.

Table 5D: Choice of data analysis technique for analysis of variance

Level of Measurement	Sample Characteristics				
	1 Sample	2 Sample		K Sample (i.e. > 2)	
		Independent	Dependent	Independent	Dependent
Categorical or Nominal	Chi square bi-nominal	Chi square	Macnarmars Chi square	Chi square	Cochran's Q
Rank or Ordinal		Mann Whitney U	Wilcoxin Matched Pairs Signed Ranks	Kruskal Wallis H	Friedman's ANOVA
Parametric (Interval & Ratio)	z test or t test	t test between groups	t test within groups	1 way ANOVA between groups	1 way ANOVA (within or repeated measure)

Source: Adapted from Sekaran (2003) and Churchill and Iacobucci (2002)

The purpose of analysis of variance is to test differences in means (for groups of variables) for statistical significance. This is accomplished by partitioning the total variance into the component that is due to true random error (i.e., within-group *SS*) and the components that are due to differences between means. These latter variance components are then tested for statistical

significance, and, if significant, we reject the null hypothesis of no differences between means. When we compare different groups of subjects (e.g., different age groups) the factor is termed as a between-groups factor.

For Anova to be applied, it is assumed that the dependent variable is measured on at least an interval scale level. Moreover, the dependent variable should be normally distributed within groups. Overall, the F test is remarkably robust to deviations from normality (Lindman, 1974, Box and Anderson, 1955). The skewness of the distribution usually does not have a sizable effect on the F statistic. If the n per cell is fairly large, then deviations from normality do not matter much at all because of the central limit theorem, according to which the sampling distribution of the mean approximates the normal distribution, regardless of the distribution of the variable in the population. Another assumption for Anova is that of homogeneity of variances, though Lindman (1974) shows that the F statistic is quite robust against violations of this assumption as well (www.statsoft.com, Hair et al, 2006). Since the data collected was found to be homogenous and close to normal, Anova has been used for the analysis.

For nominal data such as brand recall, the chi-square analysis is appropriate. This goodness-of-fit test compares the observed and expected frequencies in each category to test that all categories contain the same proportion of values or test that each category contains a user-specified proportion of values. Chi-square is calculated as the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories. Degrees of freedom can be calculated as the number of categories in the problem minus one (Easwaran and Singh, 2006). Chi-square values with low probability ($p < 0.05$ at 5% significance level), will lead to the rejection of H_0 and it is assumed that a factor other than chance creates a large deviation between expected and observed results (Nikulin and Greenwood, 1996).

The assumptions required for the chi square test are that the data is in the form of frequencies, observations are independent, categories are mutually exclusive and exhaustive, sample size > 50 , and that expected or observed frequencies in any cell are not less than 5 (Easwaran and Singh, 2006). Since all conditions are met by the data on brand recall collected in this experiment, the

test can be applied to study if differences exist in brand recall across age groups. On the basis of the null hypothesis of no difference, an equal distribution of brand recall would be expected across the categories.

Chapter 6

Survey Findings : Variance in Involvement and Purchase Influence

6.1 Variance in Involvement with Category

Product/category involvement is commonly defined as a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests (e.g. de Wulf et al., 2001; Mittal, 1995; Zaichkowsky, 1985). Product involvement has been extensively used as an explanatory variable in consumer behavior (Dholakia, 1998, 1997). It has been established that the level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes during the consumer choice process (Chakravarti and Janiszewski, 2003; Kokkinaki, 1999; Kleiser and Wagner, 1999; Laurent and Kapferer, 1985; Houston and Rothschild, 1978). Therefore, product involvement is a central framework, vital to understanding consumer decision-making behavior and associated communications (Chakravarti and Janiszewski, 2003; Fill, 1999).

Zaichkowsky (1985) defines product involvement as "a person's perceived relevance of the object based on inherent needs, values, and interests." Personal relevance is based on the antecedents of involvement (Andrews et al, 1990) such as inherent needs, values, and interests (Zaichkowsky, 1985) evidenced by a person's knowledge, experience, and cognitive structure (Celsi and Olson, 1988) regarding the product category. Thus, by definition, high-involvement consumers have strongly held needs, values, and interests; conversely, low-involvement consumers have weakly held (or nonexistent) needs, values, and interests. As a consequence, involvement plays a role in determining consumers' attention and comprehension processes (Celsi and Olson, 1988).

Previous research into the dimensionality and interpretation of the 20-item scale of the Personal Involvement Inventory to measure involvement (Zaichkowsky, 1985), revealed that for certain products, several of the 20 items correlated and loaded more heavily on the residual factor that accounted for a minor percent of the variation. These items were: boring-interesting, unexciting-exciting, mundane-fascinating and appealing-unappealing and on a face validity judgment

seemed to represent the emotional or arousing side of involvement (Zaichkowsky, 1987). Therefore the emotional or interest factor needs to be taken into account in addition to the importance factor when analyzing variance.

For this study, involvement with product category has been measured using the revised RPII scale by McQuarrie and Munson (1992). As described in Chapter 5, this semantic differential scale uses 10 pairs of bipolar adjectives to measure the level involvement for a particular product category: important/ unimportant, irrelevant/ relevant, means a lot to me/ means nothing to me, unexciting/ exciting, dull/ neat (cool), matters to me/ doesn't matter, fun/ not fun, appealing / unappealing, boring/ interesting, of no concern / of concern to me.

Cronbach's alpha for the data collected in the field survey was found to be in the range of 0.7-0.86 indicating acceptable reliability (Annexure 5).

Brand equity is the result of a positive brand attitude and this requires an effective brand communication strategy, which in turn requires a correct understanding of the level of involvement in a purchase decision and what motivates behaviour in the category (Percy and Elliott, 2005). The question to be answered is does the interest and importance of a product category vary for different age groups?

The following null hypothesis was tested:

H₀₅ = There is no significant difference in involvement with product categories across tweenagers, teenagers, youth, young adults and adults.

One-way Anova was used for analysis of variance across age groups, at 0.05 level of significance followed by the Post Hoc test. Mixed results were obtained across the four product categories. The null hypotheses was rejected only in case of soaps and mobile handsets. No significant difference was observed in the level of involvement exhibited by tweenagers, teenagers, youth, young adults and adults in case of biscuits and cars while there was some variation in the involvement of different age groups with soaps and mobiles (Annexure 6).

For both biscuits and cars level of involvement was very high for all age groups with a mean rating of more than 6.

Table 6A : Variance in involvement with biscuits

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.737	4	.184	.621	.648
Within Groups	44.239	149	.297		
Total	44.976	153			

Table 6B: Variance in involvement with cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.424	4	.356	1.641	.167
Within Groups	32.107	148	.217		
Total	33.531	152			

For the soap category, though involvement was not low for any age group, teenagers exhibited the least involvement (4.8) and differed significantly with all other age groups. The highest involvement in the soap category was displayed by youth (6.32) who again differed significantly with the other age groups all of whom had involvement level ratings less than 6 (Annexure 6).

Table 6C : Variance in involvement with soap

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.452	4	9.863	33.236	.000
Within Groups	43.326	146	.297		
Total	82.778	150			

For mobile handsets significant differences were observed in category involvement of teenagers vs other age groups. Though teenagers also recorded a high level of involvement, their rating of 5.4 was the lowest across all age groups (Annexure 6).

Table 6D : Variance in involvement with mobile handsets

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.797	4	2.699	7.759	.000
Within Groups	50.793	146	.348		
Total	61.590	150			

6.2 Findings: Variance in Purchase Influence

Information on purchase influence is important to market researchers in selecting appropriate media and appeals, the best prospects for sales efforts, or the most knowledgeable member of a family as respondent in market surveys. Studies of purchase influence have, almost without exception, relied upon self-reports of perceived influence, simply by asking a respondent, "Who decides?" The range of decisions covered varies from the general "Who makes important family decisions?" to the specific "Who selected the color of your last automobile? Though this method of measuring through self perception has its limitations it has been accepted in several such studies conducted.

Purchase Influence in this research, was measured using the six point scale (I have no influence/ I have complete influence) used in similar studies done by Shoham and Dalakas (2003) and Belch et al (1985). The 9 items of this scale are: Suggesting or initiating purchase, Searching for and discussing different options, Deciding when to buy, Deciding which kind to buy, Deciding which brand to buy, Deciding which model to buy, Deciding where to buy, Deciding how much to spend and Making the final purchase (Davis, 1971). Cronbach's alpha for the data collected in the field survey was found to be in the range of 0.87-0.93 indicating high reliability (Annexure 5).

Previous research has shown that influence of adults, children and teenagers differ across different product categories. So there already exists some evidence of variation in influence depending on product type. This study undertakes to specifically analyze the variation if any across age groups for the 4 selected product categories.

The following null hypothesis was tested:

H₀₆ = There is no significant difference in purchase influence across tweenagers, teenagers, youth, young adults and adults.

On the basis of the analysis of variance using ANOVA, the null hypothesis was rejected for cars and mobile handsets but not for biscuits and soaps.

Table 6E: Variance in purchase influence for biscuits

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.011	4	.253	.248	.910
Within Groups	151.888	149	1.019		
Total	152.899	153			

Table 6F: Variance in purchase influence for soaps

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.901	4	1.975	1.258	.289
Within Groups	229.338	146	1.571		
Total	237.239	150			

In the post-hoc tests, significant differences were observed in level of purchase influence exhibited by tweenagers with respect to all other age groups for both cars and mobile handsets. Tweenagers not surprisingly had the least purchase influence. In case of cars, teenagers also had relatively low purchase influence as compared to youth, young adults and adults (Annexure 6).

Table 6G: Variance in purchase influence for cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.370	4	12.343	25.096	.000
Within Groups	72.790	148	.492		
Total	122.160	152			

Table 6H: Variance in purchase influence for mobile handsets

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	79.686	4	19.922	18.149	.000
Within Groups	160.259	146	1.098		
Total	239.946	150			

6.3 Analysis

The lack of variation in the level of involvement in a category like biscuits is not very surprising considering that the product is relevant to, and liked as well as consumed by all age groups. Though at first a similar result in case of cars appears unexpected, it is actually in line with previous research which has found automobiles to be one category with very high involvement levels (Zaichkowsky, 1987). While no previous research has been done specifically for different age groups, in general the interest level as well as awareness of this category is fairly high even for the younger age groups. Also cars unlike mobile handsets are more of shared consumption for the family.

Soaps, though relevant to all age groups, lack somewhat in the interest as well as importance dimension for tweenagers, as compared to other age groups. The older age groups in particular the youth (with the highest involvement rating), are more involved in this category perhaps because of beauty or skincare concerns which are as yet not a concern area for tweenagers.

Mobile handsets, as expected, indicate low involvement levels for tweenagers (2.8) and somewhat higher for teenagers (4.09). Though there is some attraction and interest in this category, consumption and ownership is concentrated in the higher age groups which could be the reason for this variance.

The data analysis clearly brings out that involvement with a category and purchase influence need not be in the same direction. For instance though the older age groups have expressed higher involvement in the soaps category, the purchase influence is not very high (around 4),

perhaps because soaps are more of a household purchase rather than an individual purchase. In the case of cars as well, though involvement is very high across all age groups, purchase influence is relatively lower for the two younger age groups (3.5 for tweenagers and 4.6 for teenagers). This result is not surprising considering the high expense and extensive decision making involved and is supportive of previous research on influence of children in purchase of such durables. However, at the same time, the involvement level is sufficiently high for marketers to take note of this influencer segment.

One factor which needs to be kept in mind is that the purchase influence rating is based on self perception and could be biased towards the higher side. Therefore the active purchase influence of the younger age groups may actually be lower than they perceive it to be. However even so, research indicates that children also exert passive influence in that they may not take active part in decision making but their preferences and needs are taken into account while making purchases for the family. This is supported by the insight which emerged during the exploratory research. For products like biscuits and soaps, many of the tweenagers' responses to the question, "do your parents ask which one you would like to buy", was -"Mummy knows" or "she buys what I like".

Key conclusions based on this analysis can be summed up as follows:

- There is clearly a variation in the involvement and purchase influence exhibited across age groups but this does not hold true for all categories.
- The age groups of tweenagers differs most with the others in respect of these dimensions.
- Involvement with a category and purchase influence need not be in the same direction for a particular age group.
- Both involvement and purchase influence are high across age groups for biscuits and no variation is observed.
- For soaps which is a personal care category, tweenagers with the least involvement, differ with the other age groups and also exhibit significant variation with respect to the youth, young adults and adults in the level of purchase influence exercised for this category which again is the lowest.

- Tweenagers again vary significantly with the other age groups in their involvement with the mobile handset category. However it is important to note that though relatively lower than other age groups their involvement at the absolute level is moderately high.
- The youngest age group of tweenagers is yet again the group to contrast with the others by exhibiting the lowest level of purchase influence for both mobile and cars. Though purchase influence is low in both, the involvement is high for cars and moderate for mobile handsets. These insights particularly related to the involvement and influence level of tweenagers can be a critical input for developing a planning framework for marketing to children.

Chapter 7

Survey Findings : Variance in Brand Recall

7.1 Variance in Unaided Brand Recall

Brand awareness is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brands under different conditions (Aaker, 1996). Brand Recall happens if the brand in question comes to the consumer's mind when the product class is mentioned.

The following null hypothesis was tested:

H_{01a} =There is no significant difference in unaided brand recall across tweenagers, teenagers, youth, young adults and adults.

Unaided brand recall was measured through an open ended question asking respondents to name a few brands for the specified category. A one way Anova revealed that there was no significant difference in the number of brands recalled spontaneously across the five age groups for each of the product categories. Therefore the null hypotheses H_{01a} cannot be rejected.

On an average each age group could recall between 3 and 4 brands, confirming the observations of the exploratory research, indicating a reasonable level of awareness of brands in the four categories studied. However if a further analysis is done of the depth of awareness, some variance was found in the number of respondents recalling 5 or more brands.

Table 7A: Number of respondents recalling 5 or more brands

	Tweenagers	Teenagers	Youth	Young adults	Adults
Biscuits	2	1	2	1	5
Soaps	2	1	2	2	1
Cars	5	4	7	7	8
Mobile Handsets	2	2	4	4	1

The frequency distribution of the brands named by all respondents were analyzed for each category and the top 3 brands recalled by each age group were compared.

For the biscuits category the top 2 brands recalled, Parle G and Good Day, remained the same across all age groups. However there was a variation in the 3rd brand recalled- which was Britannia for tweenagers, Sunfeast for teenagers, Monaco for youth and 50-50 for young adults and adults. Britannia named by the tweenagers is actually an umbrella brand covering multiple biscuit brands like tiger, bourborne etc, but since this was an open ended question, respondent responses have been recorded verbatim. This difference in recall is consistent with the targeting and communication of the brands named. While Britannia has many offerings for children, Sunfeast is also targeted more at the younger age groups while Monaco is a fun brand appealing to youth.

In case of soaps, it was found that the top three brands across all age groups were Lux, Dove and Dettol respectively. However one variation of the older age groups (young adults and adults) with the younger age groups was that Cinthol had equal recall to Dettol for the former, but did not feature in the high recall brands for the other age groups.

The brands of cars recalled by the respondents were found to vary across the age groups. The only brand common to all age groups was Santro with the highest or 2nd highest recall for all. Wagon R was also among the top 3 brands recalled by all except youth and adults. Honda Civic had high recall (top 3) only by tweenagers while Honda City was mentioned only by youth in top 3. i-10 had high recall (top 3) only for young adults and adults.

There was no variation in the top 3 brands recalled for mobile handsets and these were Nokia, LG and Samsung. This is not surprising as all three brands in the top 3 are well established and leading brands with significant market share and share of voice. The other brands are relatively new or small. Variances may emerge over time when competitors are better established.

7.2 Variance in Aided Brand Recall

The following null hypothesis was tested:

H_{01b} = There is no significant difference in aided brand recall across tweenagers, teenagers, youth, young adults and adults.

All age groups could recall many of the brands given in the show card. Only in the case of cars there was a significant variation (at 0.05 levels) observed between the aided recall by teenagers vs that of young adults and adults (Annexure 7). Though aided recall for teenagers was high, that for young adults and adults was much higher. No significant variances were found in the number of brands recalled for biscuits, soaps and mobiles. Therefore the null hypotheses is rejected for cars but cannot be rejected for the other product categories.

Table 7B : Variance in aided recall

Biscuits

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	136.046	4	34.011	1.784	.135
Within Groups	2840.039	149	19.061		
Total	2976.084	153			

Soap

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	122.006	4	30.501	1.152	.335
Within Groups	3866.882	146	26.485		
Total	3988.887	150			

Mobile Handsets

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	96.073	4	24.018	1.928	.109
Within Groups	1818.894	146	12.458		
Total	1914.967	150			

Cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	205.073	4	51.268	2.588	.039
Within Groups	2931.763	148	19.809		
Total	3136.837	152			

7.3 Analysis

The lack of significant variation in number of brands recalled for most of the categories clearly indicates that all age groups have reasonably high levels of awareness about the brands in the category. However in case of cars, it is observed that more respondents in the older age groups (youth, young adults and adults) remember at least 5 brands of cars as compared to tweenagers and teenagers. An interesting observation is that cars also have the highest numbers of respondents with unaided recall of 5 or more brands as compared to the other categories.

For soaps and biscuits, which are relatively lower involvement categories, the number of respondents recalling 5 or more brands are only 1 or 2 across each age group, with the exception of adults where the number is more. While variations in the top 3 brands recalled spontaneously are not very many, the variances increase as the other brands with lower recall frequency are taken into account.

The variances observed are also sufficient to highlight that some brands (like Cinthol), are remembered only by specific age groups which may be a result of deliberate strategy of these

brands. However at the same time for the soap category, the interesting finding is that both the top two brands recalled are neither targeted at children nor do they feature children in their communication, yet they have high unaided recall even by tweenagers.

Cars are again found to be the category with maximum variation in the top 3 brands named across the age groups. Even in case of aided recall, significant variation was observed in case of cars, with young adults and adults indicating higher recall levels

- Reasonably high levels of awareness exist for all age groups across all product categories. Top of Mind (TOM) awareness is same across all age groups except in case of cars and the brands named were leading brands with high share of voice.
- Tweenagers exhibited unaided recall of more than 3 brands across all categories and displayed high awareness of car brands with 5 respondents naming 5 or more brands. In terms of brands recalled, tweenagers matched the other age groups with respect to the top two brands named but varied in the subsequent brands named. The top 2 brands were not necessarily those which specifically targeted children.
- Car is a category with high interest and awareness of brands across age groups and also the category with maximum variation in number of brands recalled (aided as well as unaided) as well as top 3 brands recalled for cars.

Chapter 8

Survey Findings : Variance in Attitude Towards Brand and Purchase Intention

8.1 Variance in Attitude Towards Brand

Attitude towards the Brand (Abrand) is the consumers' evaluation of particular brands on an overall basis from poor to excellent (Assael, 1995). Research has shown that attitude towards a brand significantly impacts intention to buy that brand (Brown and Stayman, 1992; Homer, 1990; MacKenzie *et al.*, 1986). Attitude towards brands are shaped not only by overt marketing communication but also by actual purchase and consumption experience. As all age groups are not equally involved in the purchase and /or consumption process, their exposure to the brand experience varies and can result in different brand attitudes.

The following null hypothesis was tested:

H₀₂ = There is no significant difference in attitude towards brand across tweenagers, teenagers, youth, young adults and adults.

A single index Abrand (attitude towards the brand) was obtained by averaging responses to the three 7 point scales proposed by MacKenzie and Lutz (1989)- good/bad, pleasant/unpleasant, favourable/ unfavourable. The Mackenzie and Lutz scale is an established scale which has been extensively referenced and used in research studies relating to attitude towards the advertiser and advertised brand, with high reported reliabilities of α between 0.80 to 0.97 (Lohse and Rosen, 2001; Mackenzie and Spreng, 1992; Fang and Rosen, 2000; Stafford and Day, 1995; Wansink *et al.*, 1994; Yi, 1993; Bruner 1998). For the data collected in the field survey cronbach's alpha was found to be in the range of 0.7 to 0.97 confirming high reliability (Annexure 5).

Mackenzie &
Lutz Scale

Five brands were tested for each product category. Respondents had to provide their ratings on the given scales for the brands listed on the show card.

The null hypothesis H_{02} was rejected as ANOVA revealed significant differences in Abrand across age groups at the 0.05 level for all four categories studied.

For the biscuits category, significant variance was found in the attitude towards Sunfeast ($p=0.011$) and Milano ($p=0.021$) across the five age groups. Post hoc tests indicated that tweenagers with the most positive Abrand, differed significantly with youth and adults, and that young adults differed significantly with teenagers, youth and adults, in their attitude towards the brand Sunfeast. Tweenagers and young adults had a more positive attitude towards Sunfeast as compared to the other age groups. Tweenagers were also found to differ significantly with youth, in their attitude towards the brand Milano. In the case of Milano, youth exhibited a higher rating for Abrand (Annexure 8).

In the soaps category all brands recorded high Abrands, with Abrand for Lux and Lifebuoy (which are more of family soaps), slightly higher than others. Attitude towards the brand Dove differed significantly ($p=0.001$), for youth and young adults as compared to tweenagers, teenagers and adults (Annexure 8). Youth and young adults displayed the highest Abrand for Dove (6.3) while all other age groups had relatively lower Abrand for Dove as compared to the Abrand for the other brands. What was somewhat surprising was that Pears which is a brand with child centric communication and Cinthol which is clearly positioned for adults also did not see any significant variation in Abrand across age groups. A possible reason for this could be relatively lower involvement for the younger age groups and the relatively lower market share and media presence of these brands perhaps leading to lack of brand knowledge and hence the lower ability to differentiate.

In the case of cars, highly positive Abrand was obtained for all five brands, with Swift getting the highest rating across all age groups (mean Abrand > 6). A lower rating was observed only in case of Abrand for Indica, where young adults and adults differed significantly ($p=0.000$) with the younger age groups (Annexure 8). The variation was a result of lower rating given by young adults and adults for Indica as compared to the uniformly high rating given by the younger age groups to all brands. Though interest and involvement is high across all age groups, it is to be expected that adults would be better informed and more knowledgeable about the different brands of cars, which could lead to better differentiation between brands as has been highlighted

in previous literature as well. For instance Howard and Sheth (1969) considered involvement with products to lead to greater perception of difference between attributes- that is, the more knowledgeable or involved consumers are, the more able or motivated they are to detect differences between attributes of brands within product categories. While knowledge is not interchangeable with involvement, it is reasonable to expect that the implications for categorization structures would be comparable for the two constructs.

For the mobile handset category, Nokia recorded the highest Abrand (6.2) across age groups, a finding which is consistent with its standing as the dominant player and market leader in this category. Tweenagers had a uniformly high Abrand for all brands, which, given their low level of involvement, is not surprising. The older age groups, had a relatively lower Abrand rating for Sony which was significantly different ($p=0.025$) from that of the tweenagers (Annexure 8). The lack of differentiation by tweenagers again could be a result of lack of brand knowledge or simply indifference resulting from low involvement or both. Under the low-involvement scenario, brands in a product category would be perceived as nondifferentiated, acceptable substitutes (Zaichkowsky, 1986).

8.2 Variance in Closeness of Association with Brand

Closeness of Association with Brand indicates the extent of identification/ emotional connection the respondent feels with the brand. Closeness of association with brand was measured using a single item 7 point semantic differential scale - very close/very distant (Pati 2002). Sign. to p. 66

The following null hypothesis was tested:

H₀₃ = There is no significant difference in closeness of association with brand across tweenagers, teenagers, youth, young adults and adults.

The null hypothesis was rejected for biscuits, mobiles and cars, where significant differences were found in the closeness of association of different age groups for at least one brand in the category. This was followed by a post hoc test. No significant differences were observed across the age groups in the closeness of their association with the soap brands (Annexure 9).

As observed in the case of Abrand, significant variance was again observed in the biscuits category in terms of closeness of association with the brand Milano. Tweenagers exhibited the least closeness and differed significantly with youth and young adults who had the maximum closeness of association with Milano (Annexure 9).

In case of cars, closeness of association with Santro was the highest for young adults who differed significantly with tweenagers and teenagers for this brand ($p=0.018$). Significant variation was also observed in the closeness of association with Indica ($p=0.18$) reported by young adults and adults versus that of the younger age groups (Annexure 9).

For mobile handset brands, tweenagers differed significantly with teenagers, young adults and adults in terms of their closeness to Sony, as the latter age groups felt more distant from this brand (Annexure 9).

Highest ratings for closeness of association for all brands were given by tweenagers except in case of biscuits, where they reported a greater distance from Milano.

8.3 Variance in Purchase Intention

Purchase intention (PI) is one type of judgment about how an individual intends to buy a specific brand. Variables such as considering buying a brand and expecting to buy a brand measure purchase intention (Laroche et al., 1996; Laroche and Sadokierski, 1994; MacKenzie et al., 1986, cited in Teng, Laroche and Zhu, 2007).

The following null hypotheses was tested:

H_{04} = There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults.

Variance across age groups was analysed using ANOVA and the null hypothesis was rejected for all categories except mobile handsets. In case of biscuits, soaps and cars, PI varied across age

groups for at least one brand in the category and post hoc tests were conducted for these brands (Annexure 10).

In this study PI has been measured using an established 7 point single item scale with the bipolar objectives- not at all likely to buy / very likely to buy (Mitchell and Olson 1981). This is consistent with previous research and is reported to be among the most frequently used single item scales for PI in the Journal of Advertising articles of the 1990s (Woo, 2001).

PI was measured for five brands in each of the product categories. In the biscuits category, significant variation (at 0.05 level) in purchase intention is observed only for the brand Milano. For this brand, purchase intention of tweenagers and adults differs significantly from that of teenagers and youth (Annexure 10). The positioning and brand communication for Milano, strongly focusing on the youth, could be the reason for lack of appeal and lower purchase intention of tweenagers and adults.

Significant difference was observed in the purchase intention for Dove for young adults as compared to other age groups which had a lower PI. No variation across age groups was observed for the other brands (Annexure 10).

No significant differences across age groups were observed in the Purchase intention for any of the mobile handset brands. Overall Nokia had the highest PI for all age groups.

In the case of cars, significant variation is observed between tweenagers and all others age groups in terms for PI for Swift, where tweenagers indicate a relatively lower PI. Significant variation is also observed between young adults and adults vs the younger age groups in terms of PI for Indica, where the older age groups have indicated a lower PI (Annexure 10).

8.4 Analysis

- The variances observed in case of biscuits, indicates that the carefully crafted communication strategy of these brands focusing on a particular age group, have been effective. As a result, the target age groups have exhibited a more positive Abrand (youth

for Milano and tweenagers for Sunfeast) compared to other age groups while no variation is observed for the other brands.

- However the same observation is not found in case of soaps where one of the brands, “Pears” is targeting children with very child centric advertising. It may be noted that while biscuits is a high involvement category for children, soaps have relatively lower involvement levels.
- Youth and young adults displayed significantly higher Abrand for Dove which is consistent with the finding of significantly higher involvement of young adults in a personal care category like soaps vis a vis the other age groups. These age groups also had significantly higher rating in purchase influence vis a vis the younger age groups with young adults having the highest rating on this variable.
- Cars and mobiles, which are expensive categories used largely by adults, witnessed significant differences in Abrand between younger and older age groups for at least one brand in each category.
- Tweenagers exhibit differentiation in Abrands for the biscuit brands studied, but not so for the other categories where their Abrand ranking is very similar for all brands. This is consistent with the earlier finding of high involvement and high purchase influence demonstrated by them for biscuits. There seems to be enough brand knowledge and a clear impact of child centric communication for brands like Parle G and Sunfeast for which have tweenagers have the highest Abrands.
- This differentiation between brands for tweenagers, is not observed for the relatively lower involvement categories of soaps and mobile handsets. This again is in line with previous research which highlights that unlike consumers with high product category involvement, moderately involved consumers are likely to be relatively less knowledgeable (Higie and Feick, 1989) and have more basic cognitive structures (Sujan and Dekleva, 1987).
- For cars, though the level of involvement is high for tweenagers, the level of knowledge and expertise is low leading to the lack of differentiation observed in the Abrand ratings given by tweenagers. Sujan and Dekleva (1987) indicate that product type is most likely to be the basic level of categorization for most product offerings because of the perception of many shared attributes. This suggests that consumers view various brands

of a particular product type as having similar attributes and thus categorize them together. This would be the case particularly for individuals who are relatively less knowledgeable about a particular domain (Fiske et al, 1983).

- The findings of variation across age groups in terms of involvement levels, attitude towards brand, closeness to brand and Purchase intention is consistent with previous research highlighting the inter-relationships between these variables.

Chapter 9

Experimental Research : Design and Administration

9.1 Research Objectives

While a study of the variations in involvement levels, brand recall, brand attitude and PI across age groups for existing brands, can give broad insights pertaining to where and what should be the focus of marketing strategy, this would not be sufficient for micro level planning and implementation of the communication strategy. Once the focus of marketing communication has been decided, be it for example increasing interest in the product category or highlighting certain brand associations, marketers need to develop communication which is impactful and leads to the desired attitude changes in the targeted age groups.

For brand introductions, the ad is often the first information about the brand for the consumer, and is very important to help ensure the consumer will form a favourable Abrand. Phelps and Thorson (1991) established that Aad significantly affects Abrand not only for unfamiliar brands but also has some impact on familiar brands, even after controlling for prior brand attitude. In order to ensure high Aad (attitude towards ad) marketers would like to maximize the effectiveness of the creatives used to ensure better appeal to the targeted age groups.

As stated earlier, the dual mediation model illustrates that Abrand is impacted by Aad and brand cognitions and Abrand in turn influences PI. There is a need to analyze therefore, if the same communication cues lead to similar behavioural responses in terms of brand recall, Aad, Abrand and PI, across the different age groups and which age groups responds more favourably to a given cue.

It would be difficult to isolate the impact of specific communication cues on Aad and Abrand for existing brands as the attitudes for existing brands are shaped by multiple brand communications, product experience, purchase experience, etc. Therefore a controlled experiment in which the only exposure to the brand is through the test ad would help isolate the impact of specific cues on ad and brand attitudes.

The objectives of the experimental research are as follows:

- To study variances in brand recall across different age groups, given the same communication cues
- To study variances in attitude towards ad and attitude towards brand across different age groups, given the same communication cues
- To study variances in purchase intention across different age groups, given the same communication cues

9.1.1 Selection of communication cues

The image of a product/brand is created by the incidental cues that appear in the setting of the ad (Childers and Houston 1984). Information processing research depicts an ad's images as affective (Rossiter and Percy 1983), or peripheral, processing cues that influence consumer cognition (Scott 1994). Images can help consumers evaluate a product when the images relate to the verbal message in the ad (Edell and Staelin 1983). Images are also known to lead to superior recall when compared to low-imagery copy (Babin and Burns 1997; Unnava and Bumkrant 1991), especially under high-involvement, high-elaboration conditions (Houston et al, 1987; Miniard et al, 1991). While there is substantive research evidence to suggest that copy is the most important element in making an advertisement effective (Madden et al., 1988; Stewart, 1989), pictures which accompany the verbal information positively (or negatively) impact the effectiveness of a print advertisement (Edell and Staelin, 1983; Childers and Houston, 1984).

a) Reflects image
b) image

The dual coding theory proposed by Paivio (1971) attempts to explain the importance of verbal and nonverbal processing. The theory assumes that there are two cognitive subsystems – one specialized for the representation and processing of non-verbal objects/events (i.e. imagery), and the other specialized for dealing with language. Any information stimulus to the brain is coded in a number of alternative retrieval routes. According to Paivio (1971), pictures are encoded as imaginary codes in the memory while words are represented as verbal codes. The pictures become labeled at faster rates than words are imaged. It is much more likely for pictures to have dual codes than for words (i.e. when we are exposed to a picture stimulus, the information is stored both as the picture and the word representing that picture). The ease of formation of dual codes for pictures in comparison with words results in the 'picture superiority effect' (Edell and

Dual coding theory

Pictures verbal codes

Picture processing as dual codes

Staelin, 1983; Childers and Houston, 1984). This is because greater numbers of memory codes for pictures act as multiple retrieval routes for those pictures (Paivio, 1971). On the other hand, when we are exposed to a verbal stimulus, the encoding is primarily in the form of verbal codes. It is not that words completely lack imagery value, but certain words are more likely to form images than other words. It has also been found that the use of colourful and concrete language as well as the presence (versus absence) of photographs affects the judgement on print communication to which a human being is exposed (Mukherjee, 2002)

colorful
language

Research on how information present in the ad impacts attitude formation includes a study by Fang and Rosen (2000) who found that under both high- and low-involvement conditions, subjects have more positive attitude when a URL is included in the ads than when no cue on source contact information is present. Previous studies analyzing the effects of associations for highly informational advertisements suggest that (positive) associations are generated at the cost of message processing and therefore result in a negative effect on brand evaluations (Coulter and Punj, 2007; Kiselius and Sternthal, 1984). Praxmarer and Gierl (2009) show that if an advertising message is easy to process, receivers generate associations in addition to getting the message and generating positive stimulus-based thoughts. They also highlight that if the advertising message is easy to process, the effects of consumers' associations depend on their favourableness: positive associations have a positive effect on brand attitude and negative associations have a negative effect.

Role
of
URL

High
inf.
ad

Factor
of
ad

Type and age of persons/ spokescharacters in the ad, impact attitude formation as demonstrated by Garretson and Burton (2005), Day and Stafford (1997) among others. An ad containing a concrete picture of a product in use is more effective in stimulating vivid visual imagery processing, and favorably influencing attitude toward the advertisement and brand, than either an ad containing a considerably less concrete picture or one without a picture. Copy containing instructions to imagine also stimulate vivid and elaborate visual imagery processing and enhance attitudes (Babin and Burns 1997).

Presence
of
picture

Literature review reveals that both pictorial and information cues have a significant impact on consumer responses. The research question which needs to be addressed therefore, is as follows-

“Does exposure to the same image and information cues result in variance in brand attitudes across age groups?”

Two types of image cues- picture and caricature and one product information cue related to product information copy were taken for the experiment.

Two types
of
image
cues

9.2 Hypotheses

The following null hypotheses are tested through the experimental research:

Brand Recall

H_{07a} = There is no significant difference in the brand recall levels across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{07b} = There is no significant difference in brand recall for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{07c} = There is no significant difference in brand recall for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

Attitude towards Ad

H_{08a} = There is no significant difference in attitude towards Ad (Aad) across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{08b} = There is no significant difference in Aad for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{08c} = There is no significant difference in Aad for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

Attitude towards Brand

H_{09a} = There is no significant difference in attitude towards brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{09b} = There is no significant difference in attitude towards brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{09c} = There is no significant difference in attitude towards brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

Closeness of Association with Brand

H_{010a} = There is no significant difference in the closeness of association with brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{010b} = There is no significant difference in the closeness of association with brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{010c} = There is no significant difference in the closeness of association with brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

Purchase Intention

H_{011a} = There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{011b} = There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{011c} = There is no significant difference in purchase intention for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

9.3 Research Design

In a casual experiment design, the causal or independent variables are manipulated in a relatively controlled environment, i.e. when the other variables that may affect the dependent variables are controlled or checked as much as possible. The effect of this manipulation on one or more dependent variables is then measured to infer causality.

9.3.1 Variables in the experiment

1. Independent variables

- Age group
- Product category

Age groups- Five levels:

- Age 1: 10-12 years (tweenagers)
- Age 2: 13-17 years (teenagers)
- Age 3: 18-24 years (youth)
- Age 4: 25-35 years (young adults)
- Age 5: 36-45 (adults)

Product category- Two levels:

- Biscuits
- Mobile handsets

The two categories taken are very different in terms of use by, and involvement and influence of, different age groups in purchase decision and consumption.

The category for biscuits has been taken because it is one category which is consumed by all ages. Target markets for many biscuit brands cover a wide range of age groups. In addition to being consumers, respondents in all age groups could also be involved in the brand choice/purchase. As demonstrated in the descriptive research both involvement and influence levels are high across age groups. There is also high awareness and differentiation of brands across age groups.

The category of mobiles is one where ownership and consumption vary across age groups. It is more of an adult or youth product where children have limited or no role in brand choice and purchase decisions compared to adults, as demonstrated in the descriptive research. There also appears to be less knowledge of the younger age groups leading to lack of brand differentiation. The target segment for mobile brands is usually youth and /or adults though marketers may also wish to favourably influence the younger age groups.

2. Manipulated variable- Communication cues:

- Cue 1 (adult model)
- Cue 2 (caricature)
- Cue 3 (product information)

There were three sets of experiments –one for each cue. The respondents were exposed to the communication cues through print ads for dummy brands. The same communication cues were studied for both the product categories.

Specially developed colour print advertisements (ads) for dummy brands were used as stimuli for the experiment. Separate creatives were developed by an advertising professional for a dummy biscuit brand and dummy mobile handset brand. For each brand the basic theme and treatment were kept the same with only one element being changed in each ad. The first ad depicted the picture of a model. The second ad was the same as the first one with the replacement of the model picture with a caricature. The third ad replaced the picture/caricature with product information.

3. Dependent Variables

- Brand recall (total)
- Attitude towards ad
- Attitude towards brand
- Closeness of association with brand
- Purchase intention

Control for other extraneous variables

- Dummy brands used to eliminate impact of previous brand knowledge
- Ads tested in dummy magazine
- Non-test ads included as well
- Quality of all ads in terms of finish and size was similar
- The ads were placed in random order with the experimental ad being neither the first nor the last ad in the magazine
- No article in the magazine pertained to any of the categories being tested
- Each of the test ads served as a control for the other.

9.3.2 Experiment design

Given the number and level of variables and the kind of “after only” experiment required, statistical design was considered appropriate. Within the statistical designs, randomized block design was not suitable as that has the limitation of measuring the impact of only one major

external variable while the latin square method has the limitation of matching number of variables and the number of levels of each variable (Malhotra, 1999).

A factorial design was chosen, with independent experiments for each of the communication cues- C1, C2, and C3. The advantage of a factorial design is that the effect of two or more independent variables with two or more levels each can be measured and specific extraneous variables can be controlled.

Cue 1

	Age 1	Age 2	Age 3	Age 4	Age 5
Biscuits					
Mobile					

Cue 2

	Age 1	Age 2	Age 3	Age 4	Age 5
Biscuits					
Mobile					

Cue 3

	Age 1	Age 2	Age 3	Age 4	Age 5
Biscuits					
Mobile					

Each respondent was exposed to only one test ad per category. The experiment is a balanced design experiment with approximately equal numbers in each cell.

The test ads were placed in a dummy magazine. The magazine articles were unrelated to the ad themes and categories. The magazine was not too bulky to ensure that it can be flipped through easily. The test ads were placed in exactly the same position in all the three versions. The non test ads remained the same.

9.4 Sample Size

As described in chapter 3, the target population for this research is defined as SEC A population in Delhi, in the age groups of 10-12, 13-17, 18-24, 25-35 and 36-45 years. The sampling frame for the quantitative and experimental research studies was taken as the list of households in the SEC A dominant wards across the four regions of Delhi. Proportionate stratified sampling was adopted. Each ward was taken as a strata and the selection of the households for each strata was in proportion to the distribution of SEC A population. From each strata/area in the sampling frame, the sampling elements were selected systematically.

Once the list of elements for each strata was prepared, quota sampling was used during the administration of the questionnaire in the field, to determine which age group to interview in each household willing to participate. This was done to ensure equal representation of all age groups in each strata. Sample taken was a matching sample to that used in the descriptive research.

The requirements of statistical tools for variance analysis (Anova, Manova and non parametric tests), were kept in mind while determining sample size (Hair et al 2006). The aspects considered were as follows:

- All observations have to be independent
- Number of observations in each cell should be approximately equal.
- Number of observations in each cell should be greater than the number of dependent variables (from 5 to 10).
- A recommended minimum cell size is 20
- The total for each of the k samples to be studied, should be minimum 30

For each cue, two product categories are studied across 5 age groups which amounts to 10 cells. If each cell has a minimum of 20 observations, total sample size for each experiment should be 200 ($2 \times 5 \times 20 = 200$). Total number of cues is three, therefore minimum sample size should be 600.

A sample size of 1050 was taken to account for non response and incomplete/invalid entries. The quotas for each age group were defined to get approximately 35 observations per cell. The objective was to ensure for each cue, a minimum of 40 observations per age group and a minimum of 20 per cell, after accounting for non response and invalid responses.

The minimum observations required would be as per the following distribution:

Cue 1

	Age 1	Age 2	Age 3	Age 4	Age 5	Total
Biscuits	20	20	20	20	20	100
Mobile	20	20	20	20	20	100
Total	40	40	40	40	40	200

Cue 2

	Age 1	Age 2	Age 3	Age 4	Age 5	Total
Biscuits	20	20	20	20	20	100
Mobiles	20	20	20	20	20	100
Total	40	40	40	40	40	200

Cue 3

	Age 1	Age 2	Age 3	Age 4	Age 5	Total
Biscuits	20	20	20	20	20	100
Mobiles	20	20	20	20	20	100
Total	40	40	40	40	40	200

The experiment was a balanced design experiment with approximately equal numbers in each cell.

9.5 Development of Questionnaire

Two sets of questionnaires were designed – one for each category. The questionnaire was divided into two parts- the screener questionnaire with questions pertaining to the profile, demographics and eligibility of the respondent for the survey and the main questionnaire seeking responses and ratings on the dependent variables. The main questionnaire comprised 16 questions most of which were close ended except for a couple of questions in the beginning which did not directly relate to the study. Widely accepted and established scales have been used for measuring most of the dependent variables.

The questionnaires were first tested, with the academic group of fellow researchers and faculty, for errors, and then modified as per the valuable suggestions received. The modified questionnaire was tested through a pilot experiment involving respondents in the proposed sampling frame.

9.5.1 Measures, scale selection and reliability

The key dependant variables to be measured were brand recall, attitude towards ad, attitude towards brand, closeness of association with brand and purchase intention. The three variables, Aad, Abrand and PI comprise the main outcome variables in many studies of advertising effectiveness (Heath and Gaeth 1994, Kalwani and Silk 1982, MacKenzie and Lutz 1989).

All scales used in the study are well established and tested scales with high reliability, and have been extensively used and cited in previous research pertaining to this area.

Brand recall in this study was recorded immediately after exposure to the dummy magazine. ✓

Attitude toward the Ad (Aad) is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation (MacKenzie et al, 1986). Aad pertains to a particular exposure to a particular ad, and not to consumer's attitudes toward advertising in general, or even their attitudes toward the ad stimulus of interest at another point in time (MacKenzie and Lutz 1989).

Evaluation-oriented semantic differential scales have been the dominant indicators of Aad (Batra and Ray 1985, Muehling and McCann 1993). A variety of scales have been produced overtime covering a wide range of bi-polar adjectives. Based on his extensive study of existing Aad scales, Bruner (1998) points out that while reliability measures exist, there is no evidence of a validation process for most scales. Given the lack of validity measures, he recommends that researchers must try to select an appropriate scale based on its qualities and its usage in related studies.

For the purpose of this study, an established scale by Yi (1993) was used to measure Aad. This four item, 7 point semantic differential scale has been selected because it is based on the well accepted Mitchell and Olson (1981) scale and the bi-polar adjectives used are very appropriate to the study. The alpha co-efficient for the scale was reported at 0.8 indicating that the scale was reliable. For the data collected during the experiment, cronbach's alpha was found to be 0.95 confirming reliability (Annexure 14).

The four items- good/bad, interesting/uninteresting, like/dislike and irritating/not irritating, comprising the scale, are among the most extensively used items across a wide range of scales listed by Bruner (1998). The respondent's evaluation of the ad on each of the four items is averaged to give a single index Aad. This is consistent with previous research (Gardner, 1985; McKenzie and Lutz, 1989; Darley and Smith, 1993; Bruner, 2003). Ad attitude is measured immediately after exposure to the ad, as ad attitude effects have been shown to disappear quickly and thus measures of ad attitude at a delay actually measure consumers' inferences from their general attitudes towards advertising and their attitudes towards the brand (Machleit and Wilson, 1988; Chattopadhyay and Nedungadi, 1990).

Attitude towards the Brand (Abrand) was measured using the 7 point scales proposed by MacKenzie and Lutz (1989)-, good/bad, pleasant/unpleasant, favourable/unfavourable. As highlighted in chapter 5, the Mackenzie and Lutz scale is an established scale which has been extensively referenced and used in research studies relating to attitude towards the advertiser and advertised brand, with high reported reliabilities - α between 0.8 to 0.97 (Lohse and Rosen 2001,

Mackenzie and Spreng 1992, Fang and Rosen 2000). For the data collected during the experiment, cronbach's alpha was found to be 0.96 confirming high reliability (Annexure 14).

Purchase intention (PI) is one type of judgment about how an individual intends to buy a specific brand. Variables such as considering buying a brand and expecting to buy a brand measure purchase intention (Laroche *et al.*, 1996; Laroche and Sadokierski, 1994; MacKenzie *et al.*, 1986, cited in Teng *et al.*, 2007). In the experiment, PI has been measured using the established 7 point single item scale with the bi-polar objectives- not at all likely to buy / very likely to buy (Mitchell and Olson 1981), which was also used in the descriptive research. The use of the Mitchell and Olson scale is consistent with previous research and is reported to be among the most frequently used single item scales for PI in the Journal of Advertising articles of the 1990s (Woo, 2001).

To check for demand effects, the last question respondents were asked was to state their thoughts about the purpose of the experiment. If subjects did not guess the real purpose of the study, it would indicate that demand effects were minimized (Yi, 1993; Darley and Smith, 1993).

Estimation
of demand
effects
on
validity

9.5.2 Validity and reliability of questionnaire

The preliminary questionnaire was tested for validity and reliability. The pilot test with a representative sample of respondents, helped remove ambiguity, modify the language used to give better understanding wherever required, and improve the flow and structure. The final questionnaires used for the survey are given in Annexure 11.

Content validity of the questionnaires was conducted with experts in the area of marketing research to check if the response generated through the questionnaire fulfills the research objectives and would be an acceptable representation of the variables we want to measure. The content validity was good but primarily judgemental and intuitive (Cooper and Schindler, 2003).

Several steps were taken to minimize demand effects for internal validity. First, in the beginning of the interview it was stated that the researcher represents a new magazine to be launched in Shatabdi trains. It was specified that the researcher does not represent any manufacturer and the purpose of the research is only to understand their likes and preferences. It was also specified

that the researcher was not concerned about whether comments were positive or negative—only honest opinions were of interest. Second, the respondents were interviewed alone without the presence of any other person in the room and no mention was made of other respondents or age groups covered. Thirdly, the respondents were asked in the end to state their thoughts about the purpose of the survey. Since the subjects did not guess the real purpose of the study, it indicates that the demand effects were minimized (Yi 1993, Darley and Smith, 1993).

The constructs operationalised in the survey (attitude towards ad, attitude towards brand, purchase intention, etc) are well researched and supported by wide body of literature, though in different contexts. The researcher did not opt for testing construct validity as it is the most sophisticated and difficult type of validity to establish (Malhotra, 2001) and there is a lack of well established measures to cover all variety of circumstances. Instead, marketing researchers tend to develop measures for each specific problem or survey and rely on face validity i.e. content validity (Aaker et al, 1997), which has been done here.

Q
is the
most
sophisticated
type of validity
to establish
I can't
think of any other
validity types

Specialized knowledge or bias towards the product categories was controlled by ensuring that none of the respondents or their family members worked in any of the industries related to the product categories. It was also ensured that the respondents had not given any interviews in the preceding six months.

9.6 Administration and Data Collection

One household was defined as one element in the sampling frame. Only one member per household was included in the research. The experiment was conducted at the respondent's home after fixing prior appointments. Only one respondent was taken per household. All interviews were conducted personally by the researcher and the true purpose of the research was not revealed to the respondents. Only the researcher and respondent were present in the room at the time of the discussion.

The experiment was conducted in two steps

1. Read through exposure

2. Forced exposure to test advertisements

The dummy magazine was presented to the respondent with the brief that this is a sample of a new magazine to be launched in Shatabdi trains and that we would like their views on the magazine.

Step 1 - The respondent were instructed to go through the magazine for about five to ten minutes. The magazine was then taken away and the first part of the questionnaire administered. The initial part of the questionnaire related to the respondents views on the contents of the magazine which does not have relevance to the research.

The critical input collected at this time was on brand recall after exposure to the test ad in a clutter.

Step 2- After responses to the first part were recorded, the magazine was then given back to the respondent and he/she was asked to look at the test ad for about a minute or two. The magazine was then taken back and put away.

The responses on following aspects were taken for exposure to the test ad in isolation-

- Brand recall
- Ad likeability and attitude towards ad
- Brand likeability and attitude towards brand
- Closeness of association with brand
- Purchase intention

During the administration of the questionnaire, show cards were used to elicit the rating on the different scales used. The respondent was explained that there was no right or wrong answer and that only his/her true opinion was required.

The final data collected consisted of 662 valid independent observations across SECA population in Delhi. Each respondent was exposed to only 1 communication cue for 1 product category.

9.7 Tools for Data Analysis

The objective of the experimental research was to analyze variances if any in the response of different age groups to the same communication cues. The experiment has 5 independent samples and most of the variables measured are metric (interval scale).

The statistical tools used to analyze variance across age groups in the experimental research are as follows:

1. Kruskal Wallis Anova
2. Chi Square test

Why not
ANOVA

Though Anova /Manova are powerful techniques for analysis of variance, one of the key assumptions they are based on is that the populations being compared are normally distributed with equal variance. Literature states that moderate violation of both normality and homogeneity of variance can be tolerated in ANOVA, if difference is due to skewness and not outliers and if sample size is large-greater than 100 (Hair et al, 2006). However, there is no accepted definition of moderate. Though some researchers state that ANOVA is a robust procedure and can work even with massive deviations if samples are greater than 30 per group (Harwell, 1988), others state that Anova may yield inaccurate estimates of P value when the data are very far from normally distributed and non-parametric tests can be used in such cases (Mc Donald, 2009).

In the case of the variables measured in this experimental research, normality tests indicate that the data is far from normal. The shape of the frequency distribution, the Q-Q plots and the z value for skewness and kurtosis (which are beyond the acceptable values of +/- 2.58 or +/- 1.96 @ 0.1 and 0.05 significance level respectively), indicate that the data is not normally distributed.

Q-Q
P-Value

Therefore the Kruskal-Wallis (KW) test, which is the non-parametric alternative to the one way analysis of variance for more than 2 independent samples (Mc Donald, 2009; Aczel & Sounderpandian, 2006), would be the appropriate tool to use.

←

The Kruskal-Wallis test uses ranks of observations rather than the observations themselves to analyze variances. When working with a measurement variable, the Kruskal–Wallis test starts by substituting the rank in the overall data set for each measurement value. The smallest value gets a rank of 1, the second-smallest gets a rank of 2, etc. Tied observations get average ranks; thus if there were four identical values occupying the fifth, sixth, seventh and eighth smallest places, all would get a rank of 6.5 (McDonald, 2009).

The null hypotheses for the Kruskal-Wallis test is that the k populations under study have the same distribution and the alternative hypothesis is that at least two of the population distributions are different from each other. The Kruskal–Wallis test does *not* test the null hypothesis that the populations have identical means, which is the null hypothesis of a one-way Anova. It also does not test the null hypothesis that the populations have equal medians (Mc Donald, 2009).

One of the reasons cited for not using non parametric (NPAR) tests is that such analysis result in a drop in statistical power. For a non-normal distribution empirical evidence shows that NPAR tests enjoy a power advantage over their parametric (PAR) counterparts (Blair & Higgins, 1985; Harwell, 1988). For example simulations have shown that for a variety of non-normal, unimodal distributions often observed in practice, the power advantages of NPAR over PAR tests can be greater than 20 points. In other words, an NPAR test under these circumstances would over the long run, reject a false hypothesis 20% of the time more often than a PAR competitor. Though it may seem paradoxical that a test based on ranks can be more powerful than a test based on original observations, it is important to recall that PAR tests are necessarily optimal only when the assumptions underlying the test are perfectly met (e.g.- normality, homogeneity of variance); otherwise NPAR competitors may have superior distributional properties like Power (Harwell, 1988).

The advantage of the Kruskal –Wallis test is that it does not assume that the data are normally distributed. It does however assume that the data points are independent, continuous and drawn randomly, there are more than 5 data points per sample and the observations in each group come from populations with the same shape of distribution. Sample sizes should be as equal as possible but some differences are allowed and measurement scale used should be at least ordinal (Aczel and Sounderpandian, 2006).

A significant Kruskal -Wallis test may be followed by unplanned comparison of mean ranks, analogous to the Tukey-Kramer method for comparing means. (Aczel and Sounderpandian, 2006 Mc Donald, 2009).

Prism software

The Prism software was used to run the analysis as this had the feature to run Dun's Post Test. The Kruskal-Wallis test is a nonparametric test that compares three or more unpaired groups. To perform this test, Prism first ranks all the values from low to high, paying no attention to which group each value belongs. The smallest number gets a rank of 1. If the samples are small, and there are no ties, Prism calculates an exact P value. If the samples are large, or if there are ties, it approximates the P value from a Gaussian approximation. Here, the term Gaussian has to do with the distribution of sum of ranks and does not imply that your data need to follow a Gaussian distribution. The approximation is quite accurate with large samples and is standard (used by all statistics programs).

If the P value is small, one can reject the idea that the difference is due to random sampling, and one can conclude instead that the populations have different distributions. Dunn's post test compares the difference in the sum of ranks between two columns with the expected average difference (based on the number of groups and their size).

For each pair of columns, Prism reports the P value as >0.05 , <0.05 , <0.01 , or <0.001 . The calculation of the P value takes into account the number of comparisons made. If the null hypothesis is true (all data are sampled from populations with identical distributions, so all differences between groups are due to random sampling), then there is a 5% chance that at least one of the post tests will have $P < 0.05$. The 5% chance does not apply to each comparison but rather to the entire family of comparisons.

For nominal data such as brand recall, the chi-square analysis is appropriate. This goodness-of-fit test compares the observed and expected frequencies in each category to test that all categories contain the same proportion of values or test that each category contains a user-specified proportion of values. The appropriateness of this test has already been discussed in chapter 5.

Chapter 10

Experiment Findings: Variance in Brand Recall

Many marketers use memory measures, such as recall, to gauge the effectiveness of an ad campaign. The importance of studying memory related effectiveness measures for advertisements have been covered by a number of studies (Alba et al, 1991).

Brand recall in this study was similar to the clutter awareness measure and was recorded immediately after exposure to the dummy magazine, which contained other non test ads as well. Total recall (aided plus unaided) was compared for each age group.

10.1 Findings: Brand Recall

The following null Hypotheses were tested for Brand recall:

H_{07a} = There is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's picture**.

H_{07b} = There is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{07c} = There is no significant difference in brand recall for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

Since differences were to be analyzed for nominal data (brand recall), across 5 age groups, the chi square test was considered appropriate (Churchill and Iacobucci, 2002). For the null hypotheses of no differences to hold true, brand recall for each age group should be in proportion to the number of respondents for each group.

The picture cue: The hypothesis H_{07a} that *there is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's picture*, is not rejected at the 5% confidence level. It can be rejected only at 15% significance level for both product categories (p=0.110 for biscuits and 0.116 for mobiles).

Thus we can state with a moderate degree of confidence that the response to the picture cue in terms of immediate brand recall varies across age groups for biscuits as well as mobile handsets. However the variation across age groups is not the same for both the product categories.

For the biscuit brand, teenagers have recorded the lowest brand recall levels for this cue, while adults and youth have very high brand recall. For mobile handsets, youth again have very high brand recall but adults have registered the lowest brand recall. Recall for other age groups is close to expected levels (Annexure 13).

Table 10A: Picture Cue- Chi-square test for biscuit brand recall

Test Statistics

	AGE
Chi-Square	7.532
df	4
Asymp. Sig.	.110

Table 10B: Picture Cue- Chi-square test for mobile brand recall

Test Statistics

	AGE
Chi-Square	7.403
df	4
Asymp. Sig.	.116

The caricature cue: The hypothesis H_{07b} that *there is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's caricature*, cannot be rejected for biscuits ($p=0.735$), but can be rejected for mobile handsets, at 15% significance level ($p=0.140$).

Thus we can state with moderate confidence that the response to the caricature cue in terms of immediate brand recall varies across age groups for mobile handsets. The lowest recall is by tweenagers and young adults, while teenagers and youth have the highest brand recall (Annexure 13).

Table 10C: Caricature Cue- Chi-square test for biscuit brand recall

Test Statistics

	AGE
Chi-Square	2.004
df	4
Asymp. Sig.	.735

Table 10D: Caricature cue- Chi-square test for mobile brand recall

Test Statistics

	AGE
Chi-Square	6.922
df	4
Asymp. Sig.	.140

The product information cue: The hypothesis H_{07c} that *there is no significant difference in brand recall across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with product information and no model imagery*, can be rejected at 10% significance level for both product categories ($p=0.077$ for biscuits and 0.087 for mobile handsets).

Thus we can state with fairly high confidence that the response to the product information cue in terms of immediate brand recall varies across age groups for biscuits as well as mobile handsets.

For the biscuit brand, young adults and adults have very high brand recalls while tweentagers and teenagers exhibit brand recall much below the expected levels, with tweentagers being the lowest for this cue. In case of mobile handsets, again tweentagers have low recall, though teenagers are the lowest. Youth have the highest recall in this case followed by adults (Annexure 13).

Table 10E: Product Information cue- Chi-square test for biscuit brand recall

Test Statistics

	AGE
Chi-Square	8.429 ^a
df	4
Asymp. Sig.	.077

Table 10F: Product Information cue- Chi-square test for mobile brand recall

Test Statistics

	AGE
Chi-Square	8.129 ^a
df	4
Asymp. Sig.	.087

10.2 Analysis

On the basis of the experiment findings, it can be said with reasonable level of confidence that brand recall varies across age groups in response to advertisements. This holds true for both biscuits and mobile handsets except in case of the caricature cue for which no variation was observed for the biscuit brand.

It is important to note however that the variation across age groups does not follow a set pattern and this variation in brand recall is impacted by type of cue as well as the category. For instance, though caricatures seem to work well for tweenagers for the biscuit brand, they do not lead to high recall for the mobile handset brand. The overall layout of the ad and /or lack of interest in the category may be the reason for this. In case of the product information cue, there is an observable pattern in that, the tweenagers have consistently low brand recall for both brands and adults have very high recalls for both. This is not surprising as pictures and cartoons etc are known to be better attention grabbing elements for children than descriptive copy. Again the same cue leads to different responses from teenagers for the two brands. While they show higher than expected recall for the biscuit brand, recall is lower than expected for the mobile handset brand in response to the product information cue. Similarly for the picture cue, recall is very low for teenagers for biscuit brand, but at expected levels for the mobile brand. In case of the caricature cue again, brand recall by teenagers is at expected levels for biscuits but the highest for mobiles.

The few clear conclusions regarding the pattern of variation observed across age groups are therefore as follows-

- a) Product information cues lead to better recall amongst adults than tweenagers
- b) Overall tweenagers' brand recall is at expected or lower than expected levels for all cues. This could be due to lack of attention to the brand though they may still reflect positive attitude for the ad and the brand.
- c) Teenagers are a difficult age groups for marketers to manage as they record high variation in responses and exhibit no set pattern in their response to different cues and product categories.
- d) Youth have consistently higher than expected brand recalls in response to all cues for both the brands considered.

Chapter 11

Experiment Findings: Variance in Attitude Towards Ad

Advertising creates or strengthens associations which in turn influence attitude and/or behaviour. Attitude toward the ad (Aad) is a product of ad-focused processing (Gardner et al, 1985), and captures consumer's evaluation of the ad (Lutz 1985). Mitchell and Olson (1981) demonstrate that in addition to brand beliefs, Aad is a significant predictor of brand attitude. Mitchell and Olson posited the following mechanisms to account for this relationship: (1) a straightforward classical conditioning effect, that is, likeability of the ad is transferred "automatically" (without conscious processing) to the brand, (2) the consumer deems the ad itself to be an attribute of the brand, so that a belief about the ad being likable (i.e. Aad) contributes to Aad just as other brand beliefs do, and (3) the Aad measure acts as a surrogate for salient but unmeasured brand beliefs (see Mitchell and Olson 1981; also MacKenzie and Lutz 1983).

Aad has been defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation (MacKenzie et al, 1986). Other unidimensional approaches to Aad include defining it as "a viewer's general liking or disliking of an advertisement," (Phelps and Thorson 1991) and as "an indication of generalized affective reaction to the ad" (Gardner 1983).

While these approaches focus largely on affective aspects, Shimp (1981) proposed that Aad may consist of a cognitive dimension represented by consumers' conscious responses to executional elements (e.g., source characteristics, the use of humor, etc.), and an emotional dimension constituting consumers' emotional (love, joy, nostalgia, sorrow) responses, without any conscious processing of executional elements. Other multidimensional approaches to Aad offered by researchers refer to the dimensions of Aad as cognitive and affective (Burton and Lichtenstein 1988; Gelb and Pickett 1983; Madden et al, 1988; Muehling 1986; Muehling, Stoltman, and Mishra 1989; Percy 1985; Petrosius and Crocker 1989; Zinkhan and Zinkhan 1985, cited in Muehling and McCann 1993). Measures of Aad following the unidimensional approach have used single item semantic differential scales (e.g. Aaker, Stayman, and Hagerty 1986), while many studies following the multidimensional approach have used two and more

bipolar adjective (semantic differential) item-pairs (e.g. Mitchell and Olson 1981, Machleit and Wilson 1988). Multidimensional approaches to Aad refer to the dimensions of Aad as cognitive and affective (Shimp 1981; Burton and Lichenstein 1988; Gelb and Pickett 1983; Madden et al, 1988; Muehling 1986; Muehling et al 1989; Percy 1985; Petroshius and Crocker 1989; Zinkhan and Zinkhan 1985 cited in Muehling and McCann 1993).

For the purpose of this study, an established semantic differential scale by Yi (1993) was used to measure Aad. The respondent's evaluation of the ad on each of the four items (good/bad, interesting/uninteresting, like/dislike and irritating/not irritating), put together gives a single index Aad. This is consistent with previous research (Gardner 1985, McKenzie and Lutz 1989, Darley and Smith 1993, Bruner 2003). The alpha co-efficient for the scale was 0.94, indicating that the scale is reliable (Annexure 14).

Ad attitude is measured immediately after exposure to the ad, as ad attitude effects have been shown to disappear quickly and thus measures of ad attitude at a delay actually measure consumers' inferences from their general attitudes towards advertising and their attitudes towards the brand (Machleit and Wilson 1988, Chattopadhyay and Nedungadi (1990).

11.1 Findings: Attitude towards Ad

The following null Hypotheses were tested for attitude towards ad

H_{08a} = There is no significant difference in attitude towards the advertisement (Aad) across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's picture.

H_{08b} = There is no significant difference in attitude towards the advertisement (Aad) across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's caricature.

H_{08c} = There is no significant difference in attitude towards the advertisement (Aad) for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

As the data collected did not conform to the normal distribution, the Kruskal Wallis test was considered appropriate (Mc Donald, 2009, Aczel & Sounderpandian, 2006). The Kruskal Wallis test was significant ($p < 0.05$) for all three cues indicating variation in Aad across the age groups. The significant Kruskal Wallis tests were followed by Dunn's multiple comparison post test to identify which age groups differ in Aad at the 0.05 significance level. The summary statistics from Dunn's post test also brought out the median and mean value of the Abrand ranks for all age groups. The median and mean were very close to each other in all cases.

The picture cue: The hypothesis H_{08a} , that there is no significant difference in attitude towards the advertisement (Aad) across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's picture, was rejected at the 0.05 significance level for both product categories.

Dunn's post test indicated that for the biscuit ad with the picture cue, teenagers differed significantly in Aad as compared to tweenagers, youth, and adults and the young adults differed significantly with the youth and adults ($p < 0.05$). The highest mean rank for the picture ad was observed in adults (151.7), followed by youth (140.2) and tweenagers (137.2). Teenagers had the lowest mean rank (76.2) (Annexure 14).

In the mobile handset ad with the picture cue, tweenagers differed significantly in Aad, vis-a-vis the older age groups- youth, young adults and adults. The highest mean rank for Aad was observed in tweenagers (149), followed by teenagers (120.8). Young adults had the lowest mean rank (74.1) (Annexure 14).

Table 11A : Variance in Aad for picture cue in biscuit ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	30.91	Yes
age1 vs age3	-2.411	No
age1 vs age4	24.93	No
age1 vs age5	-7.968	No
age2 vs age3	-33.33	Yes
age2 vs age4	-5.983	No
age2 vs age5	-38.88	Yes
age3 vs age4	27.34	Yes
age3 vs age5	-5.557	No
age4 vs age5	-32.9	Yes

Table 11B : Variance in Aad for picture cue in mobile handset ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	13.88	No
age1 vs age3	28.49	Yes
age1 vs age4	36.88	Yes
age1 vs age5	35.79	Yes
age2 vs age3	14.61	No
age2 vs age4	23	No
age2 vs age5	21.91	No
age3 vs age4	8.394	No
age3 vs age5	7.304	No
age4 vs age5	-1.09	No

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The caricature cue: The hypothesis H_{08b} , that there is no significant difference in Aad across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's caricature, was rejected at the 0.05 significance level for both product categories.

In the Dunn's post test for the biscuit ad with the caricature cue, Aad varied significantly only between tweenagers and youth ($p < 0.05$) and no significant variation was observed for the other groups. The highest mean rank was observed in tweenagers (142), followed by teenagers (116.6) and adults (108.9). Youth had the lowest mean rank (87.6) (Annexure 14).

The mobile handset ad with the caricature cue resulted in variation in Aad between maximum number of age groups. Tweenagers differed significantly ($p < 0.05$) in Aad as compared to each of the other age groups, except adults. At the other end of the age spectrum, adults also differed significantly in Aad as compared to teenagers, young adults and adults ($p < 0.05$). Tweenagers recorded the highest mean rank for Aad (161.3), followed by adults (158). Teenagers had the lowest mean rank (77.17) (Annexure 14).

Table 11C : Variance in Aad for caricature cue in biscuit ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	11.64	No
age1 vs age3	27.56	Yes
age1 vs age4	22.76	No
age1 vs age5	15.72	No
age2 vs age3	15.92	No
age2 vs age4	11.12	No
age2 vs age5	4.073	No
age3 vs age4	-4.799	No
age3 vs age5	-11.85	No
age4 vs age5	-7.046	No

Table 11D : Variance in Aad for caricature cue in mobile handset ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	40.42	Yes
age1 vs age3	33.64	Yes
age1 vs age4	34.58	Yes
age1 vs age5	1.375	No
age2 vs age3	-6.78	No
age2 vs age4	-5.846	No
age2 vs age5	-39.05	Yes
age3 vs age4	0.9343	No
age3 vs age5	-32.27	Yes
age4 vs age5	-33.2	Yes

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The product information cue: The hypothesis H_{08c} , that there is no significant difference in Aad for tweentagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery, was rejected at 0.05 significance level for both product categories.

Dunn's post test indicated that for the biscuit ad with the product information cue, tweentagers differed significantly ($p < 0.05$) in Aad as compared to each of the other age groups except adults. Besides this, significant difference was also observed between teenagers and adults and between youth and adults ($p < 0.05$). The mean rank was found to be highest in tweentagers (141.3), followed by adults (124.2) (Annexure 14).

For the mobile handset ad, the product information cue resulted in a very different pattern of variation between age groups. In the entire experiment, this was the only case where no difference was observed between tweentagers and the other age groups, perhaps because other age groups also had high ranking for Aad. Teenagers and young adults both differed significantly in Aad as compared to youth and adults ($p < 0.05$). The highest mean rank for Aad in this case was observed in the youth (159.9), closely followed by adults (157.2). Teenagers had the lowest mean rank (99.23) (Annexure 14).

Table 11E : Variance in Aad for product information cue in biscuit ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? $P < 0.05?$
age1 vs age2	46.53	Yes
age1 vs age3	41.49	Yes
age1 vs age4	31.4	Yes
age1 vs age5	6.75	No
age2 vs age3	-5.037	No
age2 vs age4	-15.13	No
age2 vs age5	-39.78	Yes
age3 vs age4	-10.09	No
age3 vs age5	-34.74	Yes
age4 vs age5	-24.65	No

Table 11F : Variance in Aad for product information cue in mobile handset ad

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	25.65	No
age1 vs age3	-7.211	No
age1 vs age4	21.74	No
age1 vs age5	-8.297	No
age2 vs age3	-32.86	Yes
age2 vs age4	-3.914	No
age2 vs age5	-33.95	Yes
age3 vs age4	28.95	Yes
age3 vs age5	-1.085	No
age4 vs age5	-30.03	Yes

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

11.2 Analysis

The results of this experiment indicate that Aad does vary across different age groups in response to the same communication cues. However there is no fixed pattern to this variation. The impact of specific communication cues on different age groups would vary depending upon the product category and the detailing of communication cue used.

Table 11G: Variance in Aad: overview

Dunn's Multiple Comparison Test	Significant Variance in Aad rank					
	Picture Cue		Caricature Cue		Product information Cue	
	Biscuits	Mobile	Biscuits	Mobile	Biscuits	Mobile
age1 vs age2	Yes			Yes	Yes	
age1 vs age3		Yes	Yes	Yes	Yes	
age1 vs age4		Yes		Yes	Yes	
age1 vs age5		Yes				
age2 vs age3	Yes					Yes
age2 vs age4						
age2 vs age5	Yes			Yes	Yes	Yes
age3 vs age4	Yes					Yes
age3 vs age5				Yes	Yes	
age4 vs age5	Yes			Yes		Yes

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

While previous research suggests that pictures lead to more favorable attitudes (Rossiter and Percy, 1987; Mitchell and Olson, 1981), the type of person depicted in the picture / caricature would also influence the reaction to the ad. In this study, the picture and caricature depicted an adult model in the biscuit ad, while in the mobile ad the picture and caricature depicted a teenage/youth model.

In case of the picture cue, teenagers differ significantly in their Aad for the biscuit ad as compared to many of other age groups. While other age groups have responded with favourable Aads, the mean rank of Aad for teenagers was the lowest. Some of the teenage respondents have used the terms "childish" and "for children" to describe the ad. So the lower Aad could be due to the fact that the teenagers who are just moving on from childhood may be keen to disassociate themselves from what could be perceived as "childish".

However in case of the mobile handset ad with the picture cue, the mean rank of Aad for teenagers is on the higher side. This could be because they relate to or like the teenage model shown. This ad seems to appeal most to tweenagers. Unlike the biscuit category where there were no significant differences between tweenagers and the older age groups, in case of the mobile handset ad, the tweenagers rankings are much higher than that of the older age groups. While the tweenagers are attracted by the picture, the older age groups may be looking for greater information and/or the model herself may not appeal to them.

The caricature cue in the biscuit ad had almost universal appeal across all age groups but conversely in the mobile handset ad it resulted in the maximum variation in Aad across the age groups studied. This again could result from the difference in product category and/or appeal of the caricature per se.

In both the image dominant ads- picture and caricature- the teenagers' response is completely different across the two product categories considered. Therefore more than the communication cue per se it seems to be the detailing of the cue (age group and type of person shown) and its usage in the context of the product category that is impacting Aad for this age group.

Tweenagers have almost uniformly high Aads for all the cues tested across both product categories with the caricature ad particularly having very high Aad. This is consistent with previous research (Callcott and Lee 1994, Huang et al. 1992). The variance in Aad of tweenagers with the other groups for each cue therefore, is a result of differential ranking given by the other age groups. Though the tweenagers seem to like all ads, the other age groups are more selective in their attitudes. The biscuit ad particularly targets children and has a fun flavor in terms of the elements, fonts and layout, etc of the ad. This could account for a more positive response from children and adults who may be parents of young children. The high appeal of the mobile ad for tweenagers could be a result of bright colours and visuals. Even the product information ad for the mobile handset has a picture of a handset and the same bright background and is a not a dull text only ad.

The product information cue seems to work the most for adults who have high Aad ranks for both the product categories. In the mobile handset category, overall ranks are high across most age groups while in the biscuits category, informative cue has lead to low Aad rank for all except tweenagers and adults. This is clearly a function of the product category. For a high involvement and relatively expensive category like mobile handsets, an informative approach which gives details about the product seems to have a greater positive impact on Aad, than for a low involvement/fun category like biscuits. The actual content of the copy and the type of appeal would also be an important factor in the determining its impact on Aad. Though the copy on the mobile handset ad appeals to the youth and the adults, it does not seem to hit the mark for teenagers and young adults.

When markets need to appeal to more than one age group, it is important for them to use appropriate cues so as not alienate one or more of the targeted age groups. Tweenagers seem to be a relatively easy target audience to influence but teenagers are more complex and marketers need to be very careful about the choice of the imagery used, particularly for teenagers and youth. For adults the provision of relevant information is important and this could be a way to ensure a positive Aad for this age group.

The key insights which arise from the above analysis are as follows:

- The caricature cue works well for the biscuit category, with high Aad and almost no variation across age groups (except for tweenagers vs youth).
- The picture cue is very effective for the two younger age groups resulting in high Aad, but does not seem to appeal as much to the rest (youth, young adults and adults) for the mobile handset brand.
- The product information cue is highly effective for adults, resulting in high Aad for both brands.
- The variance in Aad across age groups for a given cue is not uniform across product categories. For instance, age groups with very similar Aad for a particular cue in one category may vary significantly in their Aad in response to the same cue in another category.
- Two contiguous age groups need not have similar Aad. For instance teenagers and tweenagers vary significantly in many instances as do young adults and adults.
- Tweenagers have consistently high Aad rankings, across all cues and categories, especially for the caricature cue.
- Teenagers appear to be the most difficult age group to please, recording relatively low Aad in all except two instances.
- Teenagers and young adults have similar Aad with no significant difference across all cues for both product categories. The same is true for tweenagers and adults with only one exception.
- Maximum instances of variation in Aad are observed between tweenagers and youth.

Chapter 12

Experiment Finding: Variance in Abrand and Closeness of Association with Brand

As defined earlier, attitudes towards brand have two components, an evaluation component that is influenced by beliefs about the brand and a brand-specific 'liking' component that cannot be explained by knowledge about beliefs. This liking component is presumed to be based on the attitude towards the ad as well as by exposure effects (Batra et al 2001). Traditionally, brand attitudes formed upon exposure to advertising have been explained as outcomes of the brand beliefs engendered by the brand ad (Lutz 1975, Olson and Mitchell, 1975). The ad appeals in turn are based on consumer buying motives which can be grouped broadly into "utilitarian" and "image" categories. The utilitarian motive relates to a consumer's need to manage his or her physical environment. Image advertising persuades by inviting the viewer to contemplate the personality impressions the use of the brand will help him or her to project, or the pleasurable social situations the advertised brand's use will bring, or the emotional and/or hedonic experiences the viewer may fantasize through the brand's use (Mittal, 1990).

As the involvement of different age groups as well as their perceptions of utilitarian and image can vary for different categories, it is possible that the same brand communication results in different brand attitudes for the different age groups. For this study, a single index Abrand (attitude towards the advertised brand) was obtained by averaging responses to the three 7 point scales proposed by MacKenzie and Lutz (1989)- good/bad, pleasant/unpleasant, favourable/unfavourable. The alpha coefficient for the scale in this experimental study was found to be 0.96, confirming reliability (Annexure 15).

Closeness of Association with Brand indicates the extent of identification/ emotional connection the respondent feels with the brand. This was measured using a single item 7 point semantic differential scale - very close/very distant (Pati 2002).

12.1 Findings : Attitude Towards Brand

The following null Hypotheses were tested for attitude towards brand:

Chapter 12

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12.1 Findings : Attitude Towards Brand

The following null Hypotheses were tested for attitude towards brand:

H_{09a} = There is no significant difference in attitude towards the brand across tweenagers, teenagers, youth, young adults and adults when exposed to an **advertisement with a model's picture**.

H_{09b} = There is no significant difference in attitude towards the brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{09c} = There is no significant difference in attitude towards the brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

The Kruskal Wallis test was significant for all three cues indicating variation in Abrand across the age groups. The significant Kruskal Wallis tests were followed by Dunn's multiple comparison post test to identify which age groups differ in Abrand. The summary statistics from Dunn's post test also brought out the median and mean value of the Abrand ranks for all age groups. The median and mean were very close to each other in all cases (Annexure 15).

The picture cue: The hypothesis H_{09a}, that *there is no significant difference in attitude towards the brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's picture*, was rejected at the 0.05 significance level for both product categories.

Dunn's post test indicated that for the biscuit brand mast krrunch, teenagers differed significantly in Abrand as compared to tweenagers, youth and adults ($p < 0.05$) (Table 12A). They recorded the lowest average mean rank for Abrand (68.2). Adults demonstrated highest mean rank for Abrand (148.5) followed by youth and tweenagers (Annexure 15).

For the Mobile handset brand Xfone, tweenagers differed significantly with young adults and adults ($p < 0.05$) (Table 12B). They recorded the highest mean rank for Abrand (145.4) followed by teenagers. Adults had the least mean rank for Abrand (62.58) (Annexure 15).

Table 12A : Picture Cue- Variance in attitude towards biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	33.43	Yes
age1 vs age3	-1.75	No
age1 vs age4	21.7	No
age1 vs age5	-6.159	No
age2 vs age3	-35.18	Yes
age2 vs age4	-11.73	No
age2 vs age5	-39.58	Yes
age3 vs age4	23.45	No
age3 vs age5	-4.409	No
age4 vs age5	-27.85	Yes

Table 12B

Picture Cue: Variance in attitude towards mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	16.86	No
age1 vs age3	18.1	No
age1 vs age4	30.71	Yes
age1 vs age5	42.17	Yes
age2 vs age3	1.241	No
age2 vs age4	13.86	No
age2 vs age5	25.31	No
age3 vs age4	12.62	No
age3 vs age5	24.07	No
age4 vs age5	11.45	No

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The caricature cue: The hypothesis H_{09b} , that *there is no significant difference in attitude towards the brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's caricature*, was rejected at the 0.05 significance level for both product categories.

For the biscuit brand, Dunn's post test revealed significant variation in Abrand only between tweenagers and youth ($p < 0.05$), (Table 12C). No significant differences in Abrand were observed between the other groups. Tweenagers recorded the highest mean rank for Abrand

(141.9), followed by teenagers and youth had the lowest mean Abrand rank (83.04) across all age groups (Annexure 15).

For the mobile handset brand, the caricature cue resulted in variation in Abrand between maximum number of age groups unlike only two age groups for the biscuits category. Tweenagers and adults differed significantly in Abrand with all other age groups ($p < 0.05$), (Table no-12D). Both these age groups had very high mean Abrand (162). The least mean Abrand rank was observed for the teenagers (71.77) (Annexure 15).

Table 12C: Caricature Cue- Variance in attitude towards biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	4.381	No
age1 vs age3	28.3	Yes
age1 vs age4	23.57	No
age1 vs age5	16.91	No
age2 vs age3	23.92	No
age2 vs age4	19.19	No
age2 vs age5	12.53	No
age3 vs age4	-4.73	No
age3 vs age5	-11.39	No
age4 vs age5	-6.664	No

Table 12D: Caricature Cue- Variance in attitude towards mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	44.15	Yes
age1 vs age3	34.22	Yes
age1 vs age4	34.73	Yes
age1 vs age5	-0.7	No
age2 vs age3	-9.924	No
age2 vs age4	-9.421	No
age2 vs age5	-44.85	Yes
age3 vs age4	0.5028	No
age3 vs age5	-34.92	Yes
age4 vs age5	-35.43	Yes

The product information cue: The hypothesis H_{0c} that there is no significant difference in attitude towards the brand for tweenagers, teenagers, youth, young adults and adults when

exposed to an advertisement with product information and no model imagery, was rejected at the 0.05 significance level for both product categories.

Dunn's post test indicated that for the biscuit brand, teenagers and youth varied significantly in Abrand with all other age groups ($p < 0.05$), (Table 12E). Tweenagers had the highest mean Abrand rank (148.1) while both teenagers and youth recorded the lowest (49.3) (Annexure 15).

For the mobile handset brand, significant variation in Abrand was found between teenagers and youth ($p < 0.05$) unlike the observation in the biscuit brand. Significant variation was also observed in case of adults vis-a-vis teenagers and young adults, and in case of youth vis-à-vis young adults ($p < 0.05$) (Table 12F). Mean rank for Abrand was highest for youth (157.9) and adults (152.9) and lowest for young adults (103.7) (Annexure 15).

Table 12E: Product information Cue- Variance in attitude towards biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	50.08	Yes
age1 vs age3	49.93	Yes
age1 vs age4	22.88	No
age1 vs age5	5.575	No
age2 vs age3	-0.1458	No
age2 vs age4	-27.2	Yes
age2 vs age5	-44.5	Yes
age3 vs age4	-27.06	Yes
age3 vs age5	-44.36	Yes
age4 vs age5	-17.3	No

Table 12F: Product information Cue: Variance in attitude towards mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	11.59	No
age1 vs age3	-16.93	No
age1 vs age4	13	No
age1 vs age5	-17.08	No
age2 vs age3	-28.52	Yes
age2 vs age4	1.408	No
age2 vs age5	-28.67	Yes
age3 vs age4	29.93	Yes
age3 vs age5	-0.1496	No
age4 vs age5	-30.08	Yes

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

12.2 Findings: Closeness of Association with Brand

The following null hypotheses were tested for closeness of association with brand:

H_{010a} = There is no significant difference in closeness of association with brand across tweenagers, teenagers, youth, young adults and adults when exposed to an **advertisement with a model's picture**.

H_{010b} = There is no significant difference in closeness of association with brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a **model's caricature**.

H_{010c} = There is no significant difference in closeness of association with brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with **product information** and no model imagery.

The Kruskal Wallis test was significant for all three cues for the biscuit category indicating variation in closeness of association with brand across the age groups. However for the mobile handset category, test results were significant only for the caricature cue. The significant Kruskal Wallis tests were followed by Dunn's multiple comparison post test to identify which age groups differ in Abrand.

The picture cue: The Hypothesis H_{010a} , that, *there is no significant difference in closeness of association with brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with product information and no model imagery*, was rejected at the 0.05 significance level for biscuits but not for mobile handsets (Annexure 15).

Dunn's post test indicated that for the biscuit brand mast krrunch, teenagers differed significantly with tweenagers, youth, and adults ($p < 0.05$), (Table 12G). Teenagers had the lowest mean rank of closeness of association with brand, while that of Adults was the highest (151.3) (Annexure 15).

For the mobile handset brand the Kruskal Wallis test was not significant ($p=0.053$), therefore the null hypothesis H_{010a} cannot be rejected for this category.

Table 12G: Picture Cue- Variance in closeness of association with the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? $P < 0.05?$
age1 vs age2	28.44	Yes
age1 vs age3	-1.467	No
age1 vs age4	18.33	No
age1 vs age5	-4.602	No
age2 vs age3	-29.9	Yes
age2 vs age4	-10.11	No
age2 vs age5	-33.04	Yes
age3 vs age4	19.79	No
age3 vs age5	-3.134	No
age4 vs age5	-22.93	No

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The caricature cue: The Hypothesis H_{010a} , that, *there is no significant difference in the closeness of association with brand across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with product information and no model imagery*, was rejected at the 0.05 significance level for both product categories.

Though the Kruskal Wallis test for biscuits was significant ($p=0.0087$) (Annexure 15), Dunn's post test, did not reveal significant variation in the closeness of association with brand between any two age groups (Table 12H).

In case of the mobile handset brand, young adults differed significantly with tweenagers and adults ($p<0.05$), (Table- 12I). Young adults did not seem to associate closely with the brand and recorded the least mean rank (81.13) while tweenagers and adults had the highest ranked mean closeness of association (149) (Annexure 15).

Table 12H: Caricature Cue- Variance in closeness of association with the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	0.881	No
age1 vs age3	23.76	No
age1 vs age4	25.4	No
age1 vs age5	10.12	No
age2 vs age3	22.88	No
age2 vs age4	24.52	No
age2 vs age5	9.235	No
age3 vs age4	1.64	No
age3 vs age5	-13.65	No
age4 vs age5	-15.29	No

Table 12I : Caricature Cue- Variance in closeness of association with the mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	24.52	No
age1 vs age3	25.05	No
age1 vs age4	36.55	Yes
age1 vs age5	0.8	No
age2 vs age3	0.5301	No
age2 vs age4	12.03	No
age2 vs age5	-23.72	No
age3 vs age4	11.5	No
age3 vs age5	-24.25	No
age4 vs age5	-35.75	Yes

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

The product information cue: The Hypothesis H_{010c} , that, *there is no significant difference in the closeness of association with brand for tweentagers, teenagers, youth, young adults and adults when exposed to an advertisement with product information and no model imagery*, was rejected at the 0.05 significance level for the biscuit brand but not for the mobile brand.

Dunn's post test for the biscuit brand revealed that teenagers and adults differed significantly in the closeness of association with brand vis-a-vis teenagers and youth ($p < 0.05$), (Table 12J). Both tweentagers and adults seem to associate very closely with the brand, with tweentagers displaying the highest mean rank (143.3). Youth on the other hand, have the lowest mean rank (64.52)

(Annexure 15). For the mobile handset brand, no significant differences were found across age groups in their closeness of association with the brand (p=0.1187).

Table 12J : Product information Cue- Variance in the closeness of association with the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	39.94	Yes
age1 vs age3	41.44	Yes
age1 vs age4	25.4	No
age1 vs age5	8.1	No
age2 vs age3	1.498	No
age2 vs age4	-14.54	No
age2 vs age5	-31.84	Yes
age3 vs age4	-16.04	No
age3 vs age5	-33.34	Yes
age4 vs age5	-17.3	No

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

12.3 Analysis

Significant differences were observed across age groups for all cues and for both product categories. The pattern of responses for Abrand is similar to that for Aad.

Table 12K :Variance in Abrand- Overview

Dunn's Multiple Comparison Test	Significant Variance in Abrand rank					
	Picture Cue		Caricature Cue		Product information Cue	
	Biscuits	Mobile	Biscuits	Mobile	Biscuits	Mobile
age1 vs age2	Yes			Yes	Yes	
age1 vs age3			Yes	Yes	Yes	
age1 vs age4		Yes		Yes		
age1 vs age5		Yes				
age2 vs age3	Yes					Yes
age2 vs age4					Yes	
age2 vs age5	Yes			Yes	Yes	Yes
age3 vs age4					Yes	Yes
age3 vs age5				Yes	Yes	
age4 vs age5	Yes			Yes		Yes

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

For the picture cue, greater variation was observed for the biscuit brand, while for the mobile brand, variation was observed only for tweenagers vs young adults and adults. This variation resulted from very high Abrand ranks given by tweenagers. In fact tweenagers have demonstrated highly positive responses to the picture cue for both biscuits and mobiles, which is not surprising. Teenagers and adults have reacted differently to the cues for each of the categories. For instance, while Abrand for teenagers is very high for the mobile ad with the model picture but lowest for the biscuit ad with the picture cue, while exactly the reverse is true for adults. Both teenagers and adults have given exactly opposite reactions to the caricature cue for the same product categories.

For the caricature cue, while variation in Abrand is observed only between tweenagers and youth for the biscuit brand, this cue has resulted in maximum variation for the mobile handset brand. Tweenagers have reacted with the most favourable Abrand for this cue, for both product categories, which again is not surprising given previous research demonstrating the effectiveness of caricatures for children. The use of caricature for the biscuit brand seems to appeal to all, but for mobile handsets, it has resulted in high Abrand only for tweenagers and adults who vary with all other age groups. Teenagers have demonstrated the lowest Abrand rank inspite of the caricature being that of a young girl. The reason could perhaps be that the caricature used does not conform to their self or aspirational identity.

In case of the product information cue, teenagers and youth demonstrate the least Abrand and vary with all other age groups for the biscuit brand. Though their Abrand is similar to each other for biscuits, their responses to the same cue for the mobile handset brand vary with each other, with the youth demonstrating the highest Abrand rank and teenagers recording low Abrand. For the mobile handset brand, adults also demonstrate high Abrand and vary significantly with teenagers and young adults. The product information and detailed copy seems to appeal to adults and youth.

Table 12L: Variance in closeness of association - Overview

Dunn's Multiple Comparison Test	Significant Variance in closeness of association rank					
	Picture Cue		Caricature Cue		Product information Cue	
	Biscuits	Mobile	Biscuits	Mobile	Biscuits	Mobile
age1 vs age2	Yes				Yes	
age1 vs age3					Yes	
age1 vs age4				Yes		
age1 vs age5						
age2 vs age3	Yes					
age2 vs age4						
age2 vs age5	Yes				Yes	
age3 vs age4						
age3 vs age5					Yes	
age4 vs age5				Yes		

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

The responses in terms of closeness of association with the brand are surprisingly more uniform across the age groups, especially for the mobile handset brand. In the biscuits category variation is observed for the picture and product information cue but not for the caricature cue which seems to connect with all age groups. Teenagers seem to identify closely only with the mobile picture and biscuit caricature cue, where there responses are on the higher side vis-à-vis other age groups.

The key insights which can be drawn from this analysis are as follows:

- The caricature cue works well for an impulse, low involvement, low cost product category like biscuits with high Abrand and closeness of association and almost no variation across age groups (except Abrand for teenagers).
- For the mobile handset brand, the picture cue works well for the younger age groups who recorded a uniformly high Abrand for the mobile brand but does not seem to appeal to the older age groups (young adults and adults).
- The product information cue is highly effective for adults, resulting in high Abrand and closeness of association for both brands.

- The variance in Abrand and closeness of association across age groups for a given cue is not uniform across product categories. For instance, age groups with very similar Abrand for a particular cue in one category may vary significantly in their Abrand in response to the same cue in another category.
- Two contiguous age groups need not have similar Abrand. For instance teenagers and tweenagers vary significantly in many instances as do young adults and adults.
- Tweenagers have consistently high Abrand rankings, across all cues and categories, especially for the picture and caricature cues. The positive impact of picture and caricature cues on Abrand can be seen clearly for tweenagers but is not a given for the other age groups.
- Teenagers again appear to be the most difficult age group to please, recording the lowest Abrand and relatively low closeness of association in all except two instances (mobile picture and biscuit caricature ad).
- Tweenagers and adults, though widely apart in age, have similar Abrand and closeness of association across all cues for both brands with only one exception. The same is true for teenagers and young adults .
- Maximum instances of variation in Abrand is observed between teenagers and adults.

Chapter 13

Experiment Finding: Variance in Purchase Intention

Purchase intention is one type of judgment about how an individual intends to buy a specific brand. Variables such as considering buying a brand and expecting to buy a brand measure purchase intention (Laroche et al., 1996; Laroche and Sadokierski, 1994; MacKenzie et al., 1986, cited in Teng, Laroche and Zhu, 2007). Research has shown that attitude towards a brand significantly impacts intention to buy that brand (Brown and Stayman, 1992; Homer, 1990; MacKenzie et al., 1986). Purchase intention (PI) can be used as the closest substitute of actual consumer behaviour to determine effectiveness of element/s of the marketing mix (Assael, 1995).

PI in this study, is measured using an established 7 point single item scale with the bi-polar objectives- not at all likely to buy / very likely to buy (Mitchell and Olson 1981).

13.1 Findings: Purchase Intention

The following null hypotheses were tested for variance in Purchase Intention across age groups:

H_{011a} = There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an **advertisement with a model's picture**.

H_{011b} = There is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an **advertisement with a model's caricature**.

H_{011c} = There is no significant difference in purchase intention for tweenagers, teenagers, youth, young adults and adults when exposed to an **advertisement with product information** and no model imagery.

The Kruskal Wallis test was significant for all three cues indicating variation in purchase intention (PI) across the age groups, except in case of the caricature cue for the mobile handset brand. The significant Kruskal Wallis tests were followed by Dunn's multiple comparison post test to identify which age groups differ in their purchase intention.

The picture cue: The hypothesis H_{011a} , that, *there is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with a model's picture*, was rejected at the 0.05 significance level for the biscuits category but not for the mobile handset category.

Dunn's post test indicated that for the biscuit brand mast krrunch, youth and adults differed significantly in their PI as compared to teenagers and young adults ($p < 0.05$), (Table 13A). Adults and youth had the highest mean rank for PI (77) and tweenagers exhibited the lowest PI mean rank (44.5) (Annexure 16).

For the mobile handset brand, no significant differences were found in the PI across age groups ($p = 0.129$).

Table 13A: Picture Cue- Variance in PI for the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	21.03	No
age1 vs age3	-6.411	No
age1 vs age4	18.47	No
age1 vs age5	-7.028	No
age2 vs age3	-27.44	Yes
age2 vs age4	-2.563	No
age2 vs age5	-28.06	Yes
age3 vs age4	24.88	Yes
age3 vs age5	-0.6174	No
age4 vs age5	-25.5	Yes

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The caricature cue: The hypothesis H_{011b} , that, *there is no significant difference in purchase intention across tweenagers, teenagers, youth, young adults and adults when exposed to an*

advertisement with product information and no model imagery, was rejected at the 0.05 significance level for both product categories.

Though the Kruskal Wallis test for biscuits was significant ($p < 0.05$), Dunn's post test, did not reveal significant variation in PI between any two age groups (Table 13B).

In case of the mobile handset brand, Dunn's post test revealed that adults differed significantly with tweenagers and young adults ($p < 0.05$), (Table 13C). Young adults did not seem to associate closely with the brand and recorded the least mean rank (81.13) while teenagers and adults had the highest ranked closeness of association (149) (Annexure 15).

Table 13B: Caricature Cue- Variance in PI for the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	8.095	No
age1 vs age3	24.49	No
age1 vs age4	22.88	No
age1 vs age5	2.506	No
age2 vs age3	16.4	No
age2 vs age4	14.79	No
age2 vs age5	-5.589	No
age3 vs age4	-1.611	No
age3 vs age5	-21.99	No
age4 vs age5	-20.38	No

Table 13C: Caricature Cue- Variance in PI for the mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	13.24	No
age1 vs age3	8.212	No
age1 vs age4	22.98	No
age1 vs age5	-15.68	No
age2 vs age3	-5.025	No
age2 vs age4	9.738	No
age2 vs age5	-28.91	Yes
age3 vs age4	14.76	No
age3 vs age5	-23.89	No
age4 vs age5	-38.65	Yes

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

The product information cue: The hypothesis H_{013c} , that, *there is no significant difference in the closeness of association with brand for tweenagers, teenagers, youth, young adults and adults when exposed to an advertisement with product information and no model imagery*, was rejected at the 0.05 significance level for both categories.

Dunn's post test for the biscuit brand, indicated that tweenagers differed significantly with all other age groups ($p < 0.05$) except adults (Table 13D). Tweenagers exhibited the highest mean PI rank (87.4) while youth had the lowest mean PI rank (38.61) (Annexure 16).

For the mobile handset brand, youth were again found to differ significantly with all age groups ($p < 0.05$) except adults. Tweenagers were also found to differ significantly in their PI vis-à-vis adults ($p < 0.05$), (Table-13E). Overall mean rank was high across all age groups. Youth exhibited the highest mean PI rank (188.1) while tweenagers had the lowest mean PI rank (146) (Annexure 16).

Table 13D: Product Information Cue- Variance in PI for the biscuit brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	31.03	Yes
age1 vs age3	37.66	Yes
age1 vs age4	26.93	Yes
age1 vs age5	71.28	No
age2 vs age3	6.639	No
age2 vs age4	-4.1	No
age2 vs age5	40.25	No
age3 vs age4	-10.74	No
age3 vs age5	33.61	No
age4 vs age5	44.35	No

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

Table 13E: Product information Cue- Variance in PI for the mobile handset brand

Dunn's Multiple Comparison Test	Difference in rank sum	Significant? P < 0.05?
age1 vs age2	8.874	No
age1 vs age3	-32.06	Yes
age1 vs age4	-3.563	No
age1 vs age5	-21.75	No
age2 vs age3	-40.93	Yes
age2 vs age4	-12.44	No
age2 vs age5	-30.62	Yes
age3 vs age4	28.5	Yes
age3 vs age5	10.31	No
age4 vs age5	-18.19	No

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

13.2 Analysis

Variation is observed in lesser number of age groups in case of PI as compared to that for Aad and Abrand. Almost all age groups which display a variation in PI also varied significantly in their Aad and Abrand for all cues, with few exceptions.

Table 13F: Variance in Purchase Intention- Overview

Dunn's Multiple Comparison Test	Significant Variance in PI rank					
	Picture Cue		Caricature Cue		Product information Cue	
	Biscuits	Mobile	Biscuits	Mobile	Biscuits	Mobile
age1 vs age2					Yes	
age1 vs age3					Yes	Yes
age1 vs age4					Yes	
age1 vs age5						
age2 vs age3	Yes					Yes
age2 vs age4						
age2 vs age5	Yes			Yes		Yes
age3 vs age4	Yes					Yes
age3 vs age5						
age4 vs age5	Yes			Yes		

(age1, age2, age3, age4 and age5 refer to tweentagers, teenagers, youth, young adults and adults respectively)

The picture cue seems to work best for the mobile handset brand with no variation across all age groups and the same is true for the caricature cue in case of the biscuit brand, a pattern consistent with Aad and Abrand.

For the product information cue, in case of the mobile handset brand, the PI ranks and their variances across age groups are in line with the Abrand ranks and variances except for the variation between tweenagers and youth which was not significant for Abrand as well as Aad. So though youth recorded the highest Abrand as well as PI, the PI was much higher relative to other age groups especially tweenagers. Another departure from Abrand is observed in case of young adults, where the PI is moderately high and does not vary significantly with that of adults unlike in case of Abrand. A slightly higher PI vis a vis their attitude towards the brand, may imply that they are willing to try the brand even if they do not have a highly favourable brand attitude to begin with.

The key insights which can be drawn from this analysis are as follows:

- Though variation in PI across age groups follows a largely similar pattern as the variation in Aad and Abrand, all age groups which differ in Aad and Abrand need not differ in PI as well. i.e. variation in PI is observed in fewer cases as compared to Aad and Abrand.
- In case of the mobile handset brand, young adults and teenagers may be willing to try the brand, even with a relatively low Abrand compared to other age groups. This is supported by the moderately high PI recorded by these age groups with respect to others, even in cases when their Abrand was relatively lower.

Chapter 14

Recommendations and Conclusions

The objective of this research, was primarily to investigate if different age groups vary significantly, in terms of their attitude towards brand. Since the attitude towards brand is related to other constructs like involvement with different product categories, the levels of brand recall and attitude towards ad, the study aimed to simultaneously analyse these variables across the age groups along with purchase influence and purchase intention. The objective was also to analyze the observed variations and draw out insights and guidelines for development of effective marketing communication strategy.

There are two distinct parts to the research:

Part 1 (Descriptive Research)

Focus of the research:

- Variance in the behavioral responses across age groups for existing brands, based on pre-existing knowledge and exposure to the brands studied.

**Outcome of the research:**

- Determinance of variance in dependent variables due to age
- Insights for marketing communication strategy

Part 2 (Experimental Research)

Focus of the research:

- Variance in the behavioral responses across age groups for dummy brands, resulting from exposure to different communication cues

**Outcome of the research:**

- Determinance of variance in dependent variables due to age
- Insights for advertising planning and creative design

The research findings and analysis has led to the development of two conceptual frameworks which can contribute significantly to the development of more effective communication strategy.

14.1 Key Insights and Recommendations from the Descriptive Research

- The level of category involvement varies significantly across age groups for soap and mobile handsets but not for biscuits and cars for which it is uniformly high.
- Involvement with a category and purchase influence need not be in the same direction for a particular age group.
- The age group of tweenagers differs most with the others in terms of category involvement and purchase influence.
- Reasonably high levels of brand awareness exist for all age groups across all product categories studied. Top of mind awareness is same across all age groups (except in case of cars), and the brands named were leading brands with high share of voice. In terms of brands recalled, tweenagers matched the other age groups with respect to the top two brands named, but varied in the subsequent brands named. The top two brands were not necessarily those which specifically targeted children.

A category wise analysis of variances across age groups for key dependent variables, reveal interesting insights as given in table 14 A.

Table 14 A: Variance across age groups- A summary

	Category Involvement	Purchase Influence	Abrand	Association with Brand	Purchase Intention
Biscuits	No significant variance. High interest and involvement for all	No significant variance	<u>Significant variance:</u> Sunfeast- tweenagers vs youth and adults ; young adults vs teenagers, youth and adults Milano- tweenagers vs youth	<u>Significant variance:</u> Milano- tweenagers with youth and young adults	<u>Significant variance:</u> Milano- tweenagers vs teenagers and youth; adults vs tweenagers and youth
Soaps	<u>Significant variance:</u> tweenagers vs others; young adults vs others	<u>Significant variance:</u> tweenagers vs youth, young adults and adults	<u>Significant variance:</u> Dove- tweenager, teenagers and adults vs youth and young adults	No significant variance	<u>Significant variance:</u> Dove- young adults with others
Cars	No significant variance. High interest and involvement for all	<u>Significant variance:</u> tweenagers vs others; Teenagers vs adults	<u>Significant variance:</u> Indica- young adults and adults vs others	<u>Significant variance:</u> Indica- young adults and adults vs others; Santro- young adults vs tweenagers and teenagers	<u>Significant variance:</u> Indica- young adults and adults vs others; Swift- tweenagers vs others
Mobile Handsets	<u>Significant variance:</u> tweenagers vs others	<u>Significant variance:</u> tweenagers vs others ; teenagers vs tweenagers, young adults and adults	<u>Significant variance:</u> Sony- tweenagers vs others	<u>Significant variance:</u> Sony- tweenagers vs teenagers, young adults and adults	No significant variance

- For product categories like biscuits, which are low value, frequently purchased products for individual or family use, involvement is high across all age groups and there are significant differences in Abrand and purchase intention. Tweenagers too have well differentiated attitudes towards brands in this category which is consistent with their high involvement levels. Age specific communication can work to strengthen the favourability of Abrand for the targeted age group whether it is tweenagers or adults.

- For low value product categories like soap, related to personal care and grooming, youth and young adults vary significantly in Abrand vis-a vis others and are likely to have strong brand preferences and markedly different choices from the other age groups. The involvement of tweenagers in this category is relatively lower and that of youth and young adults high.
- For high value products like cars with adult led shared family consumption, high interest and awareness of brands is recorded across all age groups. This is also the category with maximum variation in number of brands recalled. The involvement of all age groups is again high, though on all other parameters the older age groups differ significantly with the younger age groups. Though tweenagers record uniformly high Abrands probably due to lack of brand knowledge and differentiation, they differ significantly with the older age groups who have distinct differences in brand attitudes and purchase intention. Therefore the focus of marketing communication should continue to be on the older age groups, yet if some elements appealing to children are included, it can lead to a positive impact on this age group. The high interest in the category can easily be converted to better brand perception and differentiation in attitude. Having said that, attracting the younger age groups, can only be a peripheral objective as the focus of marketing communication has to remain on the older age groups.
- A high value personal use adult product like mobile handset again records uniformly high Abrands and closeness of associations for all brands for tweenagers who differ significantly with other age groups. There is lower involvement of tweenagers and low purchase influence. Though teenagers are similar to tweenagers in terms of lower purchase influence, they are closer to the older age groups in terms of higher involvement with the category and well differentiated brand attitudes. Marketers here, clearly need to focus on the older age groups, though appeal to teenagers should be kept in mind. In spite of low purchase influence, teenagers are important because their interest in the category is high and they would become future consumers in just a few years time.
- The findings of variance across age groups in terms of involvement levels, attitude towards brand, closeness to brand and purchase intention is consistent with previous research highlighting the inter-relationships between these variables. The lack of variation in Abrands for younger age groups with lower involvement levels is again consistent with theory which states that unlike consumers with high product category involvement, moderately involved

consumers are likely to be relatively less knowledgeable (Higie and Feick, 1989) and have more basic cognitive structures (Sujan and Deklewa, 1987).

- It is worthwhile to highlight that even in cases where involvement and/or purchase influence are low for tweenagers, the absolute levels are moderately high (except for purchase influence for mobile handsets) so this segment could still play a direct/indirect influencer role. For cars particularly, it would be easy for marketers to leverage the interest and involvement in their category and translate some of this onto their brands by focused communication. For personal care and image driven categories whether high or low value, it may not be worthwhile for marketers to keep special focus on tweenagers because the category itself does not hold high interest for them. For these categories, if the aim is to improve Abrand for this age group, then focus has to be on increasing the relevance of the category for them in addition to brand specific communication.

Across all age groups studied, tweenagers differed the most in their responses vis-a-vis other age groups, as well as across product categories, and therefore, warrant a closer analysis.

14.1.1 In-depth analysis of tweenagers

As tweenagers was the only age group which differed highly across these variables, it was considered worthwhile to separately study a cross section of the data pertaining to this age group comparing their responses across the four product categories. It was observed that for tweenagers, the level of involvement varied significantly ($p=0.000$) across the product categories studied. Post Hoc tests revealed that tweenagers' involvement with biscuits and cars was very high and was significantly different from their involvement with soaps and mobiles. Level of involvement with soaps was found to be the least and differed significantly from the other three categories including mobiles which had lower levels of involvement than biscuits and cars, but higher than soaps.

The level of purchase influence exercised by tweenagers again varied significantly across the four categories ($p=0.000$). Purchase influence of tweenagers was the highest for biscuits, and differed significantly with their influence in the purchase of other categories. Tweenagers exercised the least level of influence in the purchase of mobile handsets and this again differed

significantly with the level of influence recorded for the other three categories. For both soaps and cars, purchase influence was rated as moderate.

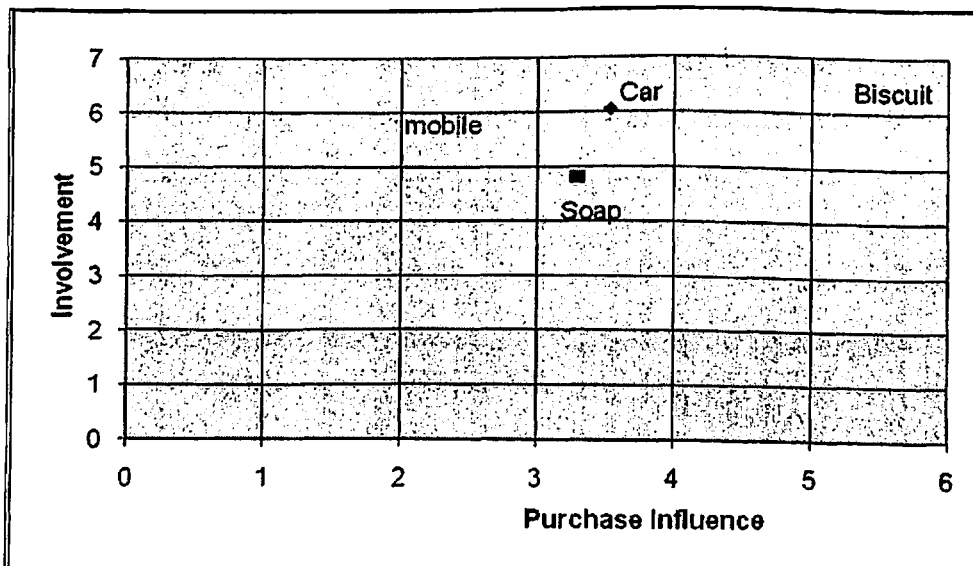
Table 14B: Variance in Category Involvement and Purchase Influence for Tweenagers

	Category Involvement	Purchase Influence
Biscuits	6.00	5.15
Soaps	5.45	3.53
Cars	4.80	3.29
Mobile	6.06	1.87

This analysis confirms that involvement and influence need not move in the same direction. Though cars indicate a very high level of involvement by tweenagers the purchase influence is moderate. Similarly though soaps had the least level of involvement their purchase influence is moderately high.

Marketers would need to shape their marketing strategies, keeping in mind the varying level of involvement and influence. When this is combined with the findings of how tweenagers varied in terms of brand recall, attitude towards brand and purchase intention it can yield critical insights for the marketers. The differences in the four categories become clearer in a two by two matrix.

Figure 14i: Tweenagers- Involvement and Purchase Influence



For a category like biscuits, communication tailored at children, or incorporating elements of interest for children, will work very well as children are likely to pay attention due to high personal levels of involvement. As the variances in Abrand indicate, the tweenagers are able to differentiate between brands and have distinct preferences. As this category is a low value purchase with high purchase influence, tweenagers may even be decision makers and purchasers, and marketers can talk to them directly.

In the case of cars on the other hand, though involvement and interest is very high, level of purchase influence is relatively low. In such a case, the marketers can try to influence the children keeping in mind their future potential.

Soaps which have moderate levels of involvement and purchase influence, is one category where children's involvement can be increased through the right kind of communication strategy. Though they will not directly purchase such products their active as well as passive influence is not negligible and they can voice their preferences, if excited about a particular brand.

Mobile handsets are found to be at one extreme, particularly because this is one category which is not only an adult high value product but also a product which is very personal in its use, unlike cars where there is shared family consumption. Involvement level of tweenagers, though least across the four categories, is still moderately high but the purchase influence is very low. It appears that tweenagers are attracted to this category and have high interest but again the level of brand differentiation is low and Abrand is almost uniformly high for all brands studied.

Given these insights, it is worth exploring, if a framework can be evolved as a planning guide for marketing to children, who, as a segment, are increasing in relevance for marketers for all kinds of goods and services.

14.2 Developing a Planning Framework for Marketing to Tweenagers

In the last decade or so children have emerged as a segment that most marketers cannot afford to ignore. The sphere of influence of children has expanded considerably to include products and services from a cross section of industries, and children have moved from being followers of

parental consumption patterns to becoming pace setters for much of household consumption behaviour (McNeal, 1991). Research shows that children constitute a major consumer market, with direct purchasing power for snacks and sweets and indirect influence while shopping for big ticket items (Halan, 2002; Singh, 1998).

The growing interest in children stems largely from three factors-

1. The growing market for children's products
2. The increasing influence of children, in purchases of goods and services across product categories
3. The trend of accepting and encouraging children as co-decision makers in families

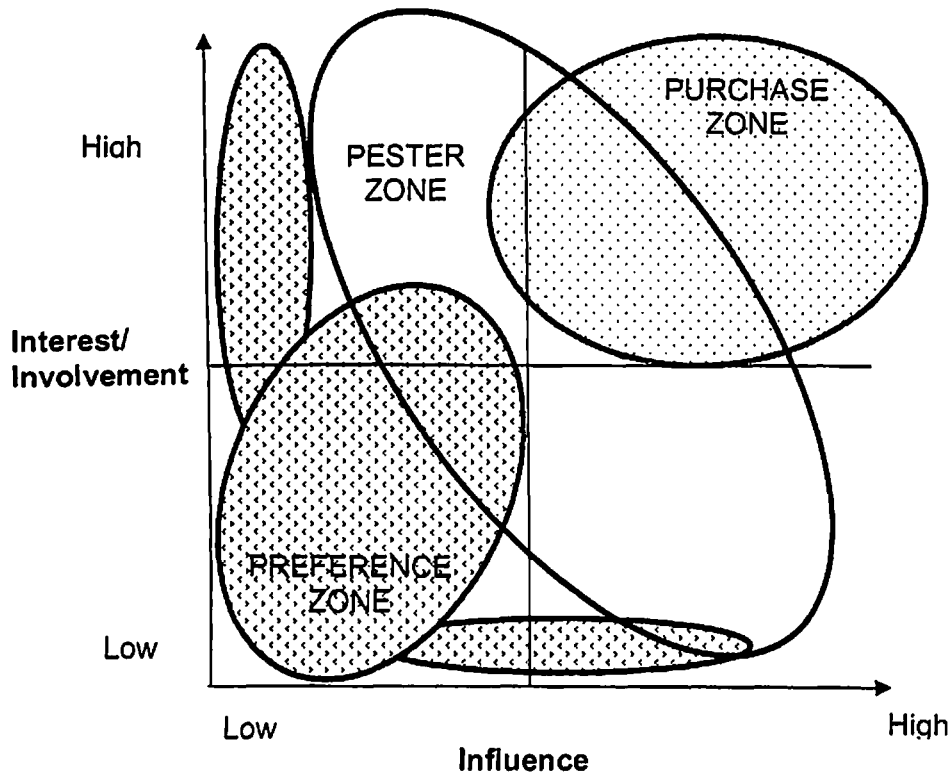
While formulating marketing strategies targeting children, it is important to consider whether the product category is one in which children might have influence (Bridges and Briesch, 2006). The degree and nature of children's influence in turn depends on who is the user, what is the perceived importance of the product to the user (Beatty and Talpade, 1994; Foxman and Tansuhaj, 1988) and what is the extent of children's involvement in the purchase decision.

Based on insights from the research study, and taking the two- by two matrix generated above as a starting point, it is possible to develop a framework which can serve as a planning tool for marketing communication strategy.

Aspects like nature of the product category, extent of involvement and interest for children, and influence of children in the decision making process, will impact marketing strategy design. Therefore the first step in developing the framework would be to identify different zones which take into account differences in these aspects.

Depending on the degree of interest/involvement and the level of influence children have for different product categories, three distinct zones of influence can be defined (refer Figure 14ii). These zones can be termed as the Preference Zone, the Pester Zone and the Purchase Zone.

Figure 14ii: Zones of Influence in Marketing to Children



Each of these zones will require a different marketing approach. By analyzing the kinds of products and services covered in each zone and the role played by children in the purchase decision process, one can identify the key focus areas, and activities required for a successful marketing strategy.

14.2.1 Preference Zone

In the Preference Zone, parents are the initiators, decision makers and purchasers, but they may take into account children's preferences. Young children exert indirect and passive influence by indicating their likes and dislikes (John, 1999). The products and services covered in this zone will generally be for adult or family consumption, and can include the following –

- Products and services where children have moderate interest/involvement and low to moderate influence- this influence is likely to be indirect, in the form of a need or preference known to parents. It will include products which are for family/household consumption and involve decisions where there is an automatic

narrowing down of the consideration set to include only those options which the children will also like. For example, while buying soap the mother will keep in mind the child's preference and its suitability for the child.

- Products and services for which the children are future consumers- which means both interest and influence could be low. It presents an opportunity for marketers to build brand familiarity and liking which can result in stronger brand loyalty as the brand grows (McNeal 1998, Connor, 2006). For instance technology and telecom brands may like to create brand exposure at an early age.
- Products and services for which children could have moderate to high interest but can exercise only limited influence- these will typically include expensive adult/family items like car, refrigerator, etc. Since children's influence for such products, is primarily in the problem recognition and information search stages (John,1999), marketers can influence the set of options children suggest to their parents.
- Products and services where children have low interest, but parents would like to encourage their consumption, as in case of health foods. Here the marketer's efforts would be to make the brand/ category appealing or at least acceptable to children. For instance promoting milk as a fun, "cool" product.

In the Preference zone, the marketing efforts directed to children should focus on creating brand awareness, familiarity and liking. At the very least, the choice of brand should be acceptable to the child and at best he/she could develop a strong liking and preference for the brand. Adults would be the marketers' primary target. However, in order to leverage the preference factor, marketers need to highlight features which could appeal to children or convince parents about the acceptability/suitability of the brand for children.

14.2.2 Pester Zone

In the Pester Zone, parents are the decision makers and purchasers but children have very strong influencing power. They could even be the initiators in some cases. The products and services

covered in this zone could be for children or for family consumption, where parents are less involved and are not the sole users, and where financial risk is low (Jensen, 1995). Pester power has a strong role to play in this zone. Bargaining and persuasion are employed as children grow older, and demands for products turn into discussions and compromises between parents and children (Rust, 1993; Palan and Wilkes, 1997). The Pester zone will include the following –

- Products and services in which children have a high interest and moderate to high influence. This would include expensive items for self consumption like watches, video games, apparel, etc as well as not so expensive items which interest the child, but are perceived as frivolous or undesirable by parents. For e.g.- tattoos, superhero costumes, toy guns, etc. In this zone the decision and purchase is made by the parents but is a result of pestering by the child. Parents may make the purchase even if they themselves have insufficient knowledge or are unfavourable towards it.
- Products and services in which children could have moderate interest and moderate influence. This would include products for family consumption like consumer durables, technology products, soap, toothpaste, choice of TV channels and programmes, trips to cinema halls/ restaurants, etc. Children have not been observed to have a large impact on instrumental decisions such as how much to spend, but rather play a role while making expressive decisions such as color, model, brand, shape, and time of purchase (Belch et al., 1985; Jenkins, 1979; Szybillo and Sosanie, 1977, Kaur, 2003; Kaur and Singh, 2004; Verma, 1982, Darley and Lim, 1986; Sen Gupta and Verma, 2000; Singh, 1992; Kaur and Singh, 2003; Synovate, 2004, cited by Kaur and Singh, 2006).

Some of the product categories included in the Pester Zone, could also be placed in the Preference Zone or the Purchase Zone. Age of the child and influence of the child in a particular family will determine the brand/category's exact position. As it is, influence of children increases with age (Atkin, 1978; Darley and Lim, 1986). Products and services for which children have low involvement but where they could exert high influence will normally lie in the

Preference Zone but could enter the Pester Zone if marketers work to increase their involvement levels.

14.2.3 Purchase Zone

In the Purchase Zone, parents may be the purchasers while children are the decision makers or co-decision makers. In some cases, children may be the purchasers as well. While the influence was indirect in the Preference Zone, direct and persistent in the Pester Zone, it is strongest in the Purchase Zone because here children play decision making and/or purchasing roles rather than merely an influencing role. This zone will include the following-

- Products and services which are for children's individual consumption and which children can purchase directly with their pocket money. In such products, children will have high interest as well as influence. In fact the decision on what to buy and when to buy will be solely the child's, subject to certain guidelines by the parents. These will typically be low value products like biscuits, candy, soft drinks, small toys etc. For older children with higher pocket money the list could include items like accessories, music CDs, gift items, movie tickets, etc.
- Products and services for which the purse strings are still with the parents, but children are the decision makers or co-decision makers. These include choice of family holiday destinations and restaurants (Gram, 2007), grooming products, children's apparel, etc. For many of these categories the parents may be the budgeters and the children the decision makers for the brand.

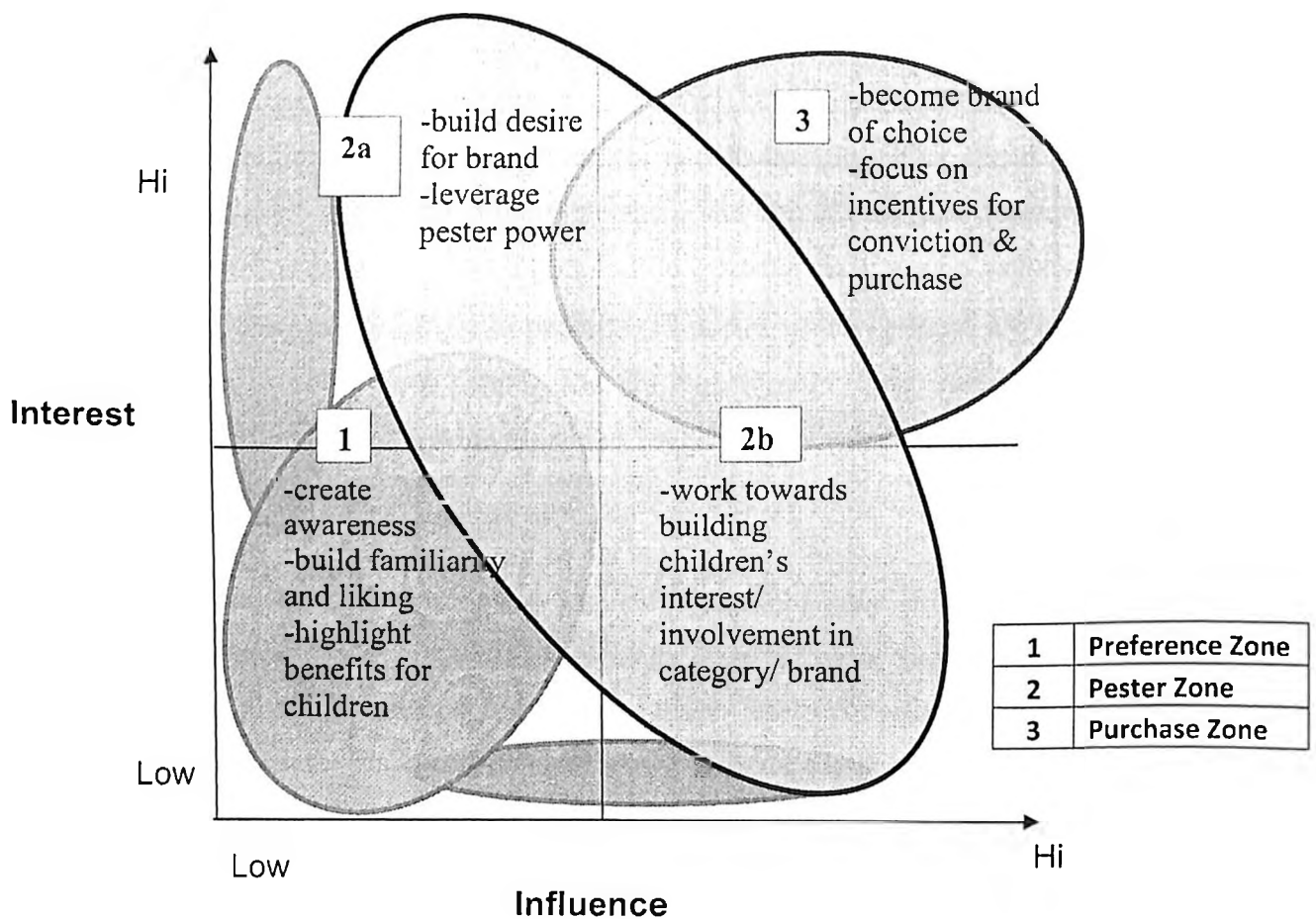
In the Purchase Zone, children are the primary target audience as well as the target market for children's products which can be purchased with their pocket money. Marketers need to ensure that their product/service offering as well as the communication appeals to them. The focus of marketing efforts should be on moving the children from interest to desire and conviction. As far as parents/adults are concerned marketers will do well to create awareness and liking but at the very least they should ensure that there is no negative perception among parents.

14.2.4 The PPP (preference-pester-purchase) Planning Framework

As highlighted earlier, the focus and direction of marketing communication targeting children would vary in each of the zones, depending on the level of interest/involvement and influence exhibited by children for a particular brand/category. The stage of hierarchy of effects at which children are targeted would vary in each of the zones, and the strategic focus on children vs adults would also vary.

The PPP (Preference-Pester-Purchase) Planning Framework, postulates what should be the focus of marketing communications in each of three zones of influence (Figure 14iii).

Figure 14-iii: PPP Planning Framework: Focus of Marketing Communication Directed at Children



In the Preference Zone, marketers need to address parents but have to keep in mind appeal for children. Focus is on convincing parents and at the same time ensuring some level of likeability or at least acceptability for children. Building preference and conviction with parents also becomes easier, if benefits for children are highlighted.

In the Pester Zone, where interest levels are high, marketers need to tap into the pester power by building desire for their brand and encouraging consumption. Emphasis should be on building desired associations and establishing an emotional connect with the children. In the lower part of the Pester Zone where interest is relatively low, marketers need to build pester power by increasing interest and involvement of children in their brand/category. In this zone, marketers definitely need to address children through some marketing activities either independent to or in conjunction with activities targeted at parents. Marketing activities targeted at parents will aim to create some level of awareness, and if possible, liking, for the brand.

In the Purchase Zone, focus is on becoming the brand of choice. Marketers need to come up with exciting brand building activities, promotions and incentives which can drive conviction and purchase in children. In product categories where children are the sole deciders and purchasers, marketers can focus all efforts on children while ensuring there are no negative perceptions for their brands in the parents minds. In product categories where children are co-decision makers, marketers need to cover both parents and children through their marketing programs. Focus should be to provide basic information and highlight the value proposition as well as create excitement around their brand.

The insights generated in descriptive research, have not only led to development of broad guidelines for marketing communication strategy targeting more than one age group, but, when combined with previous research findings, have also led to the articulation of a well structured planning framework for marketing communication specifically aimed at tweenagers.

14.3 Key Insights and Recommendations from the Experimental Research

Once the broad communication strategy has been decided, the marketer needs to focus on the specific creatives and cues used to communicate the key message to the target audience. The type of cue used clearly impacts Aad as well as Abrand and response to the specific cues varies across the age groups. Based on the findings of the experimental research, the following recommendations can be made to marketers for selection of cues to be used in advertisements targeted at different age groups:

- The caricature cue works well for an impulse, low involvement, low cost product category like biscuits, leading to high Abrand and closeness of association and almost no variation across age groups (except Abrand for teenagers).
- For a relatively expensive high involvement personal use product like mobile handsets, product information cue is more effective for adults while the picture cue works better for the younger age groups. Though marketers need to be careful in their choice of picture.
- If adults are a part of the marketers age group some amount of product information is highly desirable across both types of categories just as bright pictures/caricatures are necessary for the tweenagers.
- Marketer's focusing on tweenagers need to specially focus on ensuring high brand recall as overall tweenagers' brand recall was found to be at expected or lower than expected levels for all cues. However even in cases where recall was lower, attitude towards ad and brand was generally high for both biscuits and mobile categories especially in case of the caricature cue.
- Marketers interested in teenagers as a target audience, need to develop communication specially focused only on them as teenagers record high variation in responses with respect to other age groups recording the lowest Aads and Abrand and relatively low closeness of association in all except two instances (mobile picture and biscuit caricature

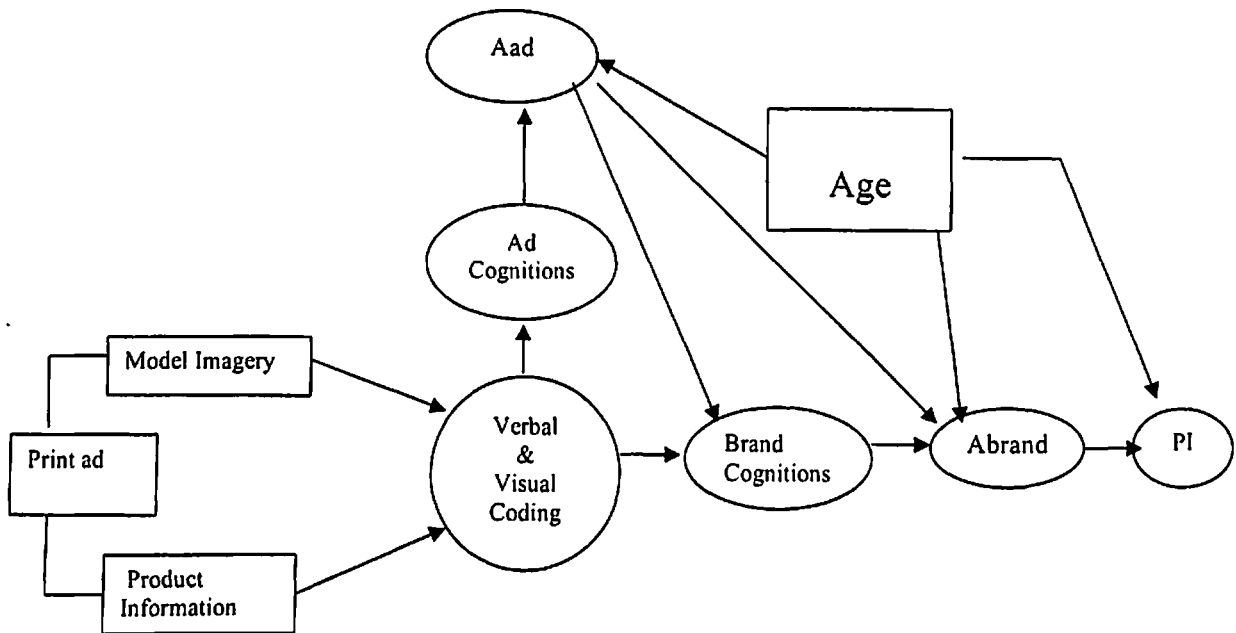
ad). Other age groups should preferably not be targeted through the same communication especially adults as they differ significantly with teenagers. Further teenagers with relatively low initial Aad and Abrand should still be pursued by marketers as they may be willing to experiment with a purchase (as indicated by higher PI even in case of low Aad and Abrand).

- Marketers targeting children where adults are purchasers or those targeting adults where children have pester power can easily identify common appeals and cues which would elicit high responses from both these age groups as they had similar responses in all but one case.
- The variance in the dependent variables across age groups for a given cue, is not uniform across product categories. For instance, age groups with very similar Aad /Abrand for a particular cue in one category may vary significantly in their Aad / Abrand in response to the same cue in another category. Therefore the detailing of the cue and its appeal needs to be considered specifically in the context of the category.
- Two contiguous age groups need not have similar responses with respect to the dependent variables. For instance teenagers and tweenagers vary significantly in many instances as do young adults and adults and marketers test for these variations if they wish to include both in their target audience.
- If marketers are able to successfully ensure high Aad and Abrand then purchase intention would also be high. However in cases where Aad/ Abrand are somewhat lower, marketers could work on promotional appeal to induce trial.

The experimental research has clearly demonstrated that significant variations exist across age groups in response to the given communication cues thus establishing that age impacts Aad, Abrand and PI. As per Paivio's (1971) dual coding theory, the image cue and the product information cue lead to differential verbal and visual coding which in turn impacts brand cognitions. The dual mediation model (MacKenzie et al., 1986), further establishes that brand

cognitions impact Abrand which in turn impacts PI. A framework (Figure 14-iv) incorporating impact of age on Abrand and PI can be proposed based on the findings of this research applied to the relationships propounded in the above two models.

Figure 14-iv: Proposed Framework: Age Impact on Abrand and PI Formation



As per the proposed framework, age does have a differential impact on Abrand and PI in response to the given cues in the print ad. Age can influence PI directly or through Abrand. This is illustrated in the research findings, which show that while responses of some age groups are similar for Abrand and PI, it is not so for all age groups. Age can impact Abrand and PI differently – for instance the tweenagers have a very high Abrand for the model imagery cue, but low PI because this age group does not have decision making and/or purchasing power.

Similarly this research demonstrates that age impacts Aad which in turn, according to the dual mediation theory, impacts brand cognitions and Abrand. Therefore age would also have an indirect impact on Abrand through Aad.

To get further insights into how age impacts Aad and Abrand and at which stage do variations occur, future empirical research could study the variations across age groups in terms of verbal

and visual coding and specific ad/ brand cognition structures, in response to the same communication cues.

14.4 Contributions, Limitations and Future Research

As highlighted earlier, attitude towards brand plays a key role in shaping purchase intention, and is in turn impacted by several factors which include level of involvement with category and attitude towards ad among others. While there are many studies which have analysed these variables, each of these have only focused on one or two variables. There was a gap in looking at the behavioural responses in all these dimensions simultaneously across multiple age groups. An important contribution this study makes, is therefore towards bridging of this gap. It has also added another perspective by looking at multiple product categories to make the findings more relevant for the marketer.

The target audience for the marketer may well be broader than the target segment and in many cases could include multiple age groups either as customers, influencers or users. This research, by delving into the variances across age groups, provides key insights for development of marketing communication strategy both in terms of strategic focus and creative selection.

This research also addresses to some extent the gap in research on young consumers' behavior and attitudes particularly vis-à-vis the older age groups.

The two frameworks postulated are important conceptual contributions of this study. While the PPP planning framework identifies distinct zones of influence for children, and highlights the recommended strategy in each of these, the second framework incorporating impact of age on Abrand and PI formation, builds on previous theoretical models and adds a new dimension, highlighting the direct as well as indirect impact of Age on Abrand.

Though the two frameworks have been developed by applying the key findings and insights generated from this study, further empirical research would be required to conclusively establish the same. It may also be noted that the study is limited to only four product categories for the

first part and two for the second. Many other categories with varying degrees of interest and influence of different age groups can also be studied.

While every effort has been made to take representative samples and eliminate the impact of extraneous variables, factors like the respondent's mindset and overall attitude to product category/ads may still influence the outcome. Data for the experimental research was non normal so non parametric tools of data analysis were used and interaction effects could not be measured using MANOVA.

This study was a cross sectional study across different age groups. It would be interesting to do a longitudinal study, analyzing the variations in responses to the dependent variables as the respondents grow older. Another important area for future research would be to study whether the variations observed would be different for known brands vs unknown brands. Further insights can also be generated by analyzing brands with very different levels of share of voice.

This experimental research focused on analyzing the impact of manipulated cues on the response of different age groups but the manner in which the cue is presented and the type of cue itself can influence outcome. Therefore further research could look deeper into detailing of each cue. For instance the impact of the picture cue can be looked at by varying the picture itself and using models of different age groups. It would be interesting to see how the same cues impact Aad and Abrand across the age groups when they are presented in a different layout. Gender of the respondents could also be an influencing factor and perhaps further studies can analyze unisex groups across the age groups.

Impact of age further needs to be broken down and future empirical research could study the variations across age groups in terms of verbal and visual coding and specific ad/ brand cognition structures, in response to the same communication cues. This will help give further insights into how age impacts Aad and Abrand.

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Annexure 1

Sampling Frame - Extract

Extract from Electoral Rolls of Sarita Vihar, Okhla

Electoral Roll, 2009 of Assembly Constituency 54 - OKHLA, NCT of Delhi

Part No. 116

Section No. & Name- 1 - POCKET-E, SARITA VIHAR, DELHI, PINCODE - 110076

1 NWD2065993 Name : Arvind Kumar Gupta Father's Name : Prme Prakash House No : 66 Age : 60 Sex : Male	2 NWD2066009 Name : Usha Gupta Husband's Name : A K Gupta House No : 66 Age : 57 Sex : Female	3 NWD2066025 Name : Nidhi Gupta Husband's Name : Anurag Gupta House No : 66 Age : 29 Sex : Female
4 NWD2066017 Name : Anuraj Gupta Father's Name : A K Gupta House No : 66 Age : 28 Sex : Male	5 Name : Anamika Husband's Name : Rupanjai House No : E-3 Age : 34 Sex : Female	6 Name : Rupanjai Prasad Father's Name : S S Biswas House No : E-3 Age : 33 Sex : Male
7 NWD1210434 Name : Megha Aggrawal Father's Name : R C Aggrawal House No : E-6 Age : 25 Sex : Female	8 NWD1210459 Name : Muli Raj Kalra Father's Name : L C Kalra House No : E-7 Age : 60 Sex : Male	9 NWD1210467 Name : Saroj Kalra Husband's Name : M R Kalra House No : E-7 Age : 56 Sex : Female
10 Name : Rainan Kalra Father's Name : S M Madan House No : E-7 Age : 32 Sex : Male	11 Name : Aushu Madan Husband's Name : Rainan Madan House No : E-7 Age : 29 Sex : Female	12 NWD1210491 Name : Ashish Kalra Father's Name : M R Kalra House No : E-7 Age : 28 Sex : Male
13 Name : Jaspreet Kaur Father's Name : Hardip Singh House No : E-7 Age : 20 Sex : Female	14 NWD1210525 Name : Dhru Raj Kishore Father's Name : Gopal Lal Khand House No : E-14 Age : 53 Sex : Male	15 NWD1210517 Name : Madhu Khandal Husband's Name : Dhanraj Kishor Khandal House No : E-14 Age : 49 Sex : Female
16 NWD1210533 Name : Sandeep Lata Father's Name : S N Lata House No : E-14 Age : 40 Sex : Male	17 Name : Tanvi Dhauraj Husband's Name : Ayush G V House No : E-14 Age : 25 Sex : Female	18 Name : Ashwani Jain Husband's Name : S N Lata House No : E-15 Age : 42 Sex : Female
19 Name : Shweta Jain Father's Name : A Jain House No : E-15 Age : 21 Sex : Female	20 Name : Narender Nath Tikoo Father's Name : Kamlesh Nath Tikoo House No : E-18 Age : 67 Sex : Male	21 NWD1210590 Name : Narender Nath Tikoo Father's Name : Kamlesh Nath Tikoo House No : E-18 Age : 67 Sex : Male
22 NWD1210608 Name : Jaya Tikoo Husband's Name : Narendar Nath Tikoo House No : E-18 Age : 65 Sex : Female	23 Name : Ashutosh Tikoo Mother's Name : Jaya Tikoo House No : E-18 Age : 34 Sex : Male	24 NWD1210616 Name : Ashutosh Tikoo Father's Name : Narender Nath Tikoo House No : E-18 Age : 34 Sex : Male
25 NWD1210640 Name : Kalpana Singh Tikoo Husband's Name : Ashutosh Tikoo House No : E-18 Age : 31 Sex : Female	26 Name : Shampa Bhattacharya Husband's Name : Debabrata Bhattacharya House No : E-18 Age : 31 Sex : Female	27 NWD1210657 Name : Shatrughna Prasad Sinha Father's Name : Mathura Sinha House No : E-21 Age : 70 Sex : Male
28 NWD1210665 Name : Asha Rani Sinha Husband's Name : Shatrughna Pd Sinha House No : E-21 Age : 63 Sex : Female	29 NWD1210673 Name : Amaresh Kumar Father's Name : Shatrughna Prasad Sinha House No : E-21 Age : 37 Sex : Male	30 NWD2065928 Name : Nihar Ranjan Patnalk Father's Name : Raghunath Patnalk House No : E-27 Age : 60 Sex : Male

Electoral Roll, 2009 of Assembly Constituency 54 - OKHLA, NCT of Delhi

Part No. 116

Section No. & Name- 1 - POCKET-E, SARITA VIHAR, DELHI, PINCODE - 110076

31	NWD1210681	32	NWD1210699	33	NWD1210707
Name : Geetanjali Pattanalk Husband's Name: Nihar Ranjan Pattanalk House No : E-27 Age : 54 Sex : Female		Name : Sabyasachi Pattanalk Father's Name: Nihar Ranjan Pattanalk House No : E-27 Age : 33 Sex : Male		Name : Smita Pattanalk Husband's Name: Sabyasachi Pattanalk House No : E-27 Age : 29 Sex : Female	
34		35	NWD1210723	36	NWD2065894
Name : Ashok Kr Bhasin Father's Name: Prem Prakash Bhasin House No : E-46 Age : 42 Sex : Male		Name : Vidhi Duggal Husband's Name: Rajan Duggal House No : E-62 Age : 27 Sex : Female		Name : Suman Arvind Father's Name: Arvind Kumar House No : E-70 Age : 36 Sex : Female	
37	NWD2065902	38	NWD1210731	39	NWD1210749
Name : Arvind Kumar Jha Father's Name: Satans Laus House No : E-70 Age : 36 Sex : Male		Name : Sanjay Malik Father's Name: Devraj Malik House No : E-78 Age : 47 Sex : Male		Name : Sangeeta Malik Husband's Name: Sanjay Malik House No : E-78 Age : 43 Sex : Female	
40	NWD1210756	41	NWD1210764	42	NWD1210772
Name : Renuka Kr Husband's Name: Shiv Kr House No : E-89 Age : 47 Sex : Female		Name : Priyanka Kumar Father's Name: Shiv Kumar House No : E-89 Age : 24 Sex : Female		Name : Prashant Kumar Father's Name: Shiv Kumar House No : E-89 Age : 19 Sex : Male	
43	NWD2065951	44		45	NWD1210798
Name : Gauri Garover Husband's Name: Ainn Grover House No : E-96 Age : 29 Sex : Female		Name : Gauri Graver Husband's Name: Ainn Graver House No : E-96 Age : 28 Sex : Female		Name : Ritu Buttola Husband's Name: Rajender Kumar House No : E-107 Age : 29 Sex : Female	
46	NWD1210806	47	NWD1210814	48	NWD1210822
Name : Rajveer Singh Father's Name: Pabu Dan Singh House No : E-111 Age : 39 Sex : Male		Name : Rekha Kauwar Husband's Name: Rajveer Singh House No : E-111 Age : 36 Sex : Female		Name : Juhl Father's Name: Rajiv Kr Sinha House No : E-127 Age : 19 Sex : Female	
49	NWD1210830	50	NWD1210848	51	NWD1210855
Name : Sneli Jyoti Chaprana Husband's Name: Kuldeep Singh Chaprana House No : E-132 Age : 29 Sex : Female		Name : Chaudani Chauhau Husband's Name: Amit Chauhan House No : E-133 Age : 22 Sex : Female		Name : Moutu Shil Paldas Husband's Name: Sabyasachi Paldas House No : E-142 Age : 33 Sex : Female	
52		53		54	NWD1210889
Name : Rajkumar Bhatia Father's Name: Melaram Bhatia House No : E-148 Age : 84 Sex : Male		Name : Kamla Bhatia Husband's Name: Rajkumar Bhatia House No : E-148 Age : 74 Sex : Female		Name : George Martin Father's Name: P V Joseph House No : E-149 Age : 34 Sex : Male	
55	NWD1210897	56	NWD1210905	57	NWD1210913
Name : Rupa Paul Husband's Name: George Martin House No : E-149 Age : 33 Sex : Female		Name : Irshad Ul Haque Khan Father's Name: Reyazul Haque Khan House No : E-157 Age : 31 Sex : Male		Name : Shama Parveen Husband's Name: Irshad Ul Haque Khan House No : E-157 Age : 30 Sex : Female	
58	NWD1210921	59	NWD1210939	60	NWD1210947
Name : Subodh Kr Gupta Father's Name: Madan Prakash Gupta House No : E-158 Age : 61 Sex : Male		Name : Sushma Gupta Husband's Name: Subodh Kr Gupta House No : E-158 Age : 60 Sex : Female		Name : Shantanu Mukandau Father's Name: Mukandan Poduval House No : E-171 Age : 23 Sex : Male	

Age as on 01-01-2009

S-Skilled, E-Expired, M-Missing, Q-Disqualification, R-Duplicate

Issued By Electoral Registration Officer

Page 4 of 48

Section No. & Name- 1 - POCKET-E, SARITA VIHAR, DELHI, PINCODE - 110076

61	NWD1210954	62	NWD1210962	63	NWD1210970
Name : Oina Kaul Husband's Name: Sarvaanaud Kaul Premi House No : E-172 Age : 80 Sex : Female		Name : Rajender Kaul Premi Father's Name: Sarvaanaud Kaul Premi House No : E-172 Age : 52 Sex : Male		Name : Basanti Kaul Husband's Name: Rajender Kaul Premi House No : E-172 Age : 49 Sex : Female	
64	NWD1210988	65	NWD1210996	66	
Name : Munish Chauhan Father's Name: Heera Lal Chauhan House No : E-174 Age : 29 Sex : Male		Name : Shweta Chauhan Husband's Name: Munish Chauhan House No : E-174 Age : 26 Sex : Female		Name : Mohd Umar Father's Name: Babar Siddiqui House No : E-185 Age : 23 Sex : Male	
67		# 68	NWD2431633	# 69	NWD2431641
Name : Subuhi Father's Name: Babar Siddiqui House No : E-185 Age : 19 Sex : Female		Name : Jansvinder Singh Lamba Father's Name: K S Lamba House No : E-201 Age : 50 Sex : Male		Name : Satinder Kaur Husband's Name: Jansvinder Singh Lamba House No : E-201 Age : 49 Sex : Female	
# 70	NWD2431658	71		72	
Name : Amiteshwar Singh Lamba Father's Name: Jansvinder Singh Lamba House No : E-201 Age : 21 Sex : Male		Name : Bhalinder Singh Anand Father's Name: M S Anand House No : E-213 Age : 41 Sex : Male		Name : Preeti Anand Husband's Name: Bhalinder Singh Anand House No : E-213 Age : 34 Sex : Female	
73	NWD1211101	74	NWD1211119	75	
Name : Bidhu Bhusan Rai Father's Name: Brij Kishore Rai House No : E-228 Age : 63 Sex : Male		Name : Durga Rai Husband's Name: Bidhu Bhusan Rai House No : E-228 Age : 60 Sex : Female		Name : Sushila Kaul Husband's Name: J L Kaul House No : E-244 Age : 40 Sex : Female	
76	NWD1211135	77	NWD1211143	78	
Name : Anil Bassi Father's Name: R S Bassi House No : E-247 Age : 47 Sex : Male		Name : Sanelinta Bassi Husband's Name: Anil Bassi House No : E-247 Age : 38 Sex : Female		Name : Shanti Devi Jalan Husband's Name: Govind Lal Jalan House No : E-248 Age : 70 Sex : Female	
79	NWD1211168	80	NWD1211176	81	NWD1211184
Name : Pramod Jalan Father's Name: Govind Lal Jalan House No : E-248 Age : 43 Sex : Male		Name : Manisha Jalan Husband's Name: Pramod Jalan House No : E-248 Age : 35 Sex : Female		Name : Satish Gupta Father's Name: Gurudutt Gupta House No : E-256 Age : 52 Sex : Male	
82	NWD1211192	83	NWD1211200	84	NWD1211218
Name : Sunny Gupta Father's Name: Satish Gupta House No : E-256 Age : 24 Sex : Male		Name : Swati Gupta Father's Name: Satish Gupta House No : E-256 Age : 22 Sex : Female		Name : Anurita Prasad Husband's Name: Shyam Krishna Prasad House No : E-264 Age : 47 Sex : Female	
85	NWD1211226	86	NWD1211234	87	NWD1936756
Name : Sonal Prasad Father's Name: Shyama Krishna Prasad House No : E-264 Age : 19 Sex : Female		Name : Saurabh Prasad Father's Name: Shyam Krishna Prasad House No : E-264 Age : 18 Sex : Male		Name : Sbtanshu Kumar Sinha Father's Name: Shiva Shankar Prasad House No : E-266 Age : 56 Sex : Male	
# 88	NWD2431708	89	NWD1211242	90	NWD1211259
Name : Neeta Persad Husband's Name: Shtanshu Kr Sinha House No : E-266 Age : 45 Sex : Female		Name : Manoj Kr Das Father's Name: Kailash Chandra House No : E-272 Age : 35 Sex : Male		Name : Saroja Kr Das Father's Name: Kailash Chandra House No : E-272 Age : 31 Sex : Male	

Annexure- 2
Discussion Guide -- (10-12 years)

General

Name

Age

Gender

Address

1. Introduction
2. I would like your help in a project I am doing. I want to understand what kind of things children like, what makes them happy, what do they like to buy, etc. Will you help me? I just want to talk to you for sometime.
3. Ok, first tell me something about yourself. How old are you? Which class?
4. Who all are there in your house? Mummy, papa, grandparents, sisters, brothers?
5. What do your father & mother do?
6. What do you like to do in your spare time?
7. Who is your best friend?
8. Tell me something about him/her? What is s/he like? What does s/he like to do?

9. Tell me have you/your parents bought anything in the last one month?
 - a. What did you buy?
 - b. Why did you buy that? How did you decide?
 - c. *If it is a branded item ask further-Do you like 'XYZ' (the brand named by the respondent)? If yes- why do you like it?*

If it is one of the categories mentioned above explore further. Other wise drop it.

Biscuits

1. That was great. Can I ask you something else? Do you like biscuits? Why/ why not? Which biscuits do you like?
2. Do you always eat X? if no, which other biscuits do you eat?
3. Does everyone in your family like to eat X (brand used by respondent)?
4. If no- which biscuits do they like to eat?
5. In your house who decides which biscuits to buy?

For first 2-3 brands (including X) mentioned by the respondent ask the following ques.

9. Tell me have you/your parents bought anything in the last one month?
- What did you buy?
 - Why did you buy that? How did you decide?
 - If it is a branded item ask further-Do you like 'XYZ' (the brand named by the respondent)? If yes- why do you like it?*

If it is one of the categories mentioned above explore further. Other wise drop it.

Biscuits

- That was great. Can I ask you something else? Do you like biscuits? Why/ why not? Which biscuits do you like?
- Do you always eat X? if no, which other biscuits do you eat?
- Does everyone in your family like to eat X (brand used by respondent)?
- If no- which biscuits do they like to eat?
- In your house who decides which biscuits to buy?

For first 2-3 brands (including X) mentioned by the respondent ask the following ques.

6. Here is the name of this biscuit (X) ----- on this show card.
- a. Tell me, if I show this name to you.....what thoughts come to your mind immediately?

 - b. What pictures? Why?

 - c. What objects? Why?

 - d. What animals? Why?

 - e. What colours? Why?

 - f. Which film actor/actress? Why?

7. Ok...here is a magazine....please take out 2-3 pictures which you feel match this biscuit in some way... Why do you think so?

8. Here is the name of this biscuit (2)----- on this show card,

1. Tell me, if I show this name to you.....what thoughts come to your mind immediately?

2. What pictures? Why?

3. What objects? Why?

: 4. What animals? Why?

5. What colours? Why?

6. Which film actor/actress? Why?

9. Ok...here is a magazine....please take out 2-3 pictures which you feel match this soap in some way... Why do you think so?

(Here I give magazines which have no regular ads....so need to give a national geographic or any political magazine)

√ That's very well done. Thank you so much. You have been a big help

Car

1. Do you find cars interesting? Why? Why not? Which car/s do you have at home? When was it bought?
2. Do you like it? What do you like? What do you not like?
3. Who uses this car?
4. Who decided which Car to buy? ✓
5. If you were to buy another car which one would you buy? Why? ✓
6. Ok tell me which other Cars brands do you know of? *Or if the respondent is not comfortable with the word brand simply ask-* Which other car do you know of?

7. Which of these do you like? Why? (*write the names on showcards*)

✓ 8. *For one of brands mentioned by the respondent- I show pictures of different people and ask the respondent to pick one by asking –*

a. Which of these persons will buy XYZ (the brand mentioned)?

b. And which brand will this person never buy?

c. Ok now tell me something more about this person.....
Firstly, why do you think he wants to buy this brand?

d. And not buy this other brand?

- ✓ e. Would you like to be friends with this person?
- ✓ f. For what reason?
- ✓ g. What will be his favourite activities?
- h. Favourite food?
- i. What will you like best about him?
- ✓ j. Would you want him to be your best friend?
- k. Why? What will you like in this best friend of yours?
- ✓ l. Will there be anything he does which you will scold him for?

9. *For another brand mentioned by the respondent- I show pictures of different people and ask the respondent to pick one by asking –*

- a. Which of these persons will buy XYZ (the brand mentioned)?

- b. And which brand will this person never buy?
- c. Ok now tell me something more about this person.....
Firstly, why do you think he wants to buy this brand?

- d. And not buy this other brand?

- e. Would you like to be friends with this person?

- f. For what reason?

- g. What will be his favourite activities?

- h. Favourite food?

- i. What will you like best about him?

- j. Would you want him to be your best friend?

k. Why? What will you like in this best friend of yours?

l. Will there be anything he does which you will scold him for?

- a. Which of these persons will buy XYZ (the brand mentioned)?

- b. And which brand will this person never buy?
- c. Ok now tell me something more about this person.....
Firstly, why do you think he wants to buy this brand?

- d. And not buy this other brand?

- e. Would you like to be friends with this person?

- f. For what reason?

- g. What will be his favourite activities?

- h. Favourite food?

- i. What will you like best about him?

- j. Would you want him to be your best friend?

Annexure- 3
Exploratory Research Findings

Cars

Car brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Santro	Good performance, reliable, cosy, amazing service. For people who are straightforward, not go in much for style & looks, value economy, service class background, not interested in showing off, likes to read, travel likes ghar ka khana.	Maruti, Swift, Ford, Chevrolet, Getz Honda Civic	husband (adult)	wife (adult)
Swift	Nice sweet, feminine, good looks curves, bright colours, spacious, does not feel small. For people who are Sweet, nice, feminine tip-top, clean, decent, graceful, like reading and travelling, indian food, prefer functionality, not buy big car for the sake	Maruti, Swift, Ford Chevrolet, Getz Honda Civic	husband (adult)	wife (adult)
Toyota Corolla	Good interior, good mileage, good body, big, new latest model. Will be bought by someone who is young, likes to play basket ball, loves chicken & pizza has good height and body, but could sometimes behave badly and hit people.	Honda City, Palio, Fod Ikon, Gibs Aquada, Hiwire, SX4, i10, Jazz(honda), Honda CRV, Tuscon, Grand Vitara, Estillo, Somata, Civic, Maruti 800, Mercedes, Phantom Porche 911	father (adult) mainly plus mother (adult) and self (child)- "papa gave me choice between honda city and corolla"	mother(adult) and self (child)
Mercedes	Very grand, good car, good looks and performance. Car for very rich, stylish people who likes good cars. For people who have own company (money) so can buy the cars. He would be smart and intelligent, probably likes to swim, eat chinese, pizza.	Honda City, palio, Fod Ikon, Gibs Aquada, Hiwire, SX4, i10, Jazz(honda), Honda CRV, Tuscon, Grand Vitara, Estillo, Somata, Civic, Maruti 800, Mercedes, Phantom Porche 911		
Santro	Good power, less space, all right, for simple people, mediocre, for whom affordability is important, traditional, and having ambitions	swift, ikon, Lamgorghini, Hyundai, Audi, Ferrari, Maruti	adult- father	family- children + adults

Car brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Ikon	Big car, bit luxurious, not cheap or mass, for those with good income, corporate executives, like to spend time with family, fun loving	Swift, Santro, Lamgorghini, Hyundai, Audi, Ferrari, Maruti	adult- father	family- children + adults
Honda Civic	Good to look at, good interiors, good décor, not good suspension, low rise, Japanese technology, not value for money, individualistic, for a person who likes adventure sports, doing your own thing	Hyundai Tuscon, Audi, Fiat, Baleno, Toyota Camry	adult- wife	adult-self
Hyundai Tuscon	Understated, macho, power, diesel engine, status symbol, not old fashioned, for well off people, young people, self employed or professionals, sporty people, like cruises, holidays like different cuisines, not flaunting.	Hyundai Tuscon, Audi, Fiat, Baleno, Toyota Camry	adult- wife	adult-self
Zen estiillo	Compact, similar to Maruti 800, durable, very common not exclusive, good price, forest car, from Maruti for middle class family with routine lives, don't have capacity to buy expensive cars, simple and straightforward people those who like dal chawal, home	Spark, Vitara, Optra, BMW, Mercedes, Swift, Zen, i10	adult-father	none
Spark	1st car of young executive, v. small, smooth, not great looking, for those who have money but don't want big car, from GM, premium, not common, for corporate executives, those who like going to malls, pubs, like reading, like home food as well as other c	Spark, Vitara, Optra, BMW, Mercedes, Swift, Zen, i10	adult-father	none
Zen	Small, light and easy, not trendy, less space, ok for small family with young children, affordable, dependable, good and easy to drive	Swift, Santro, Honda City, Innova, Corsa, Accent, SX4	adult-father	mother(adult) and self (child)
SX4	Sexy, good looks, spacious, good technology, premium, latest technology, good VFM for smart, successful people who like going out, like Indian as well as continental cuisine	Swift, Santro, Honda City, Innova, Corsa, Accent, zen	adult-father	mother(adult) and self (child)
Santro	Good, easy to maneuver, good height, spacious, looks are not too great, affordable, good for family for people who are straightforward, practical, like going out with family and like eating out occasionally	Esteem, swift Sx4, i10, Nano	adult-mother	family- children + adults

Car brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Swift	Cute, different, good technology, good looks, good to drive for those who are young confident, good natured, like listening to music and shopping like all kinds of foods	Esteem, Santro, Sx4, I10, Nano	adult-mother	family-children + adults
Accent	Sleek, good technology, good space, smooth drive, not help, for those who are mid way in their career, educated professionals, with a broad world view, like understated elegance, not flaunting types	Zen, Honda City, Santro, Nano, Maruti 800, Swift, Esteem, Palio	adult-mother and father	none
Esteem	VFM, good mileage, light to drive, good service, easy to maintain, not very good looking, not new or latest, jaded, for those who like good mileage and affordability but don't want a small car, family oriented.	Zen, Honda City, Santro, Nano, Maruti 800, Swift, Accent, Palio	adult-mother and father	none

Soap

Soap brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Pears	nice fragrance, flowers, brown, transparent, like glass, soft gentle, comforting.	Lux, Cinthol, Dove, Santoor, Liril,	self (adult)	my son (indirectly)- soap suits him so all use
Liril	lemon fragrance, green, fresh, bubbly, chirpy	Lux, Cinthol, Dove, Santoor, Pears	self (adult)	my son (indirectly)- soap suits him so all use
Pears	love gentleness, soft, lovable, tender care, innocent, beautiful, affection, relaxing	Lux, Johnson & Johnson	self (young adult)	none
Lux	nice color, nice fragrance, not soft, loud, harsh skin, spoils easily in water, not for the quintessential woman popular choice, traditional, not sophisticated.	Pears, Johnson & Johnson	self (young adult)	none
Pears	gentle, soft, loving, caring, like mother-daughter, feel good using it	Lux, Godrej, Neem, Dettol, Fa	adult-mother	none

Soap brand	Associations for specified brand	Other Brands Named	Decision Maker	Influencer
Lux	pink, bubbles, harsh, rough, don't like	Pears, Godrej, Neem, Dettol, Fa	adult-mother	none
Dove	peaceful, white, fair, good skin, peaceful, relaxing	Pears, Cinthol	adult-mother	family- child + adult
Cinthol	orange, not very soft, rough on skin	Pears, Cinthol	adult-mother	family- child + adult
Medimix	herbs, smooth, clear, good for allergies, fresh fragrance, green, glowing complexion, pure, caring, tender, assurance of quality, realxing, natural	Cinthol, Hamam, Lux, Medimix	y.adult-self	adult+child-family
Cinthol	lime fragrance, fresh, running, light green, young, fresh, energy, clean	Cinthol, Hamam, Lux, Medimix, Lifebiuoy	y.adult-self	adult+child-family
Margo	neem, natural, antiseptic, green, beautiful skin, traditional skin care	Cinthol, Lux	youth-self	None
Lux	film stars, glamour, beauty, flower fragrance, variety, beautiful	Cinthol, /Margo, Lifebouy	youth-self	None
Liril	fresh, tangy, lemony, strong fragrance, energy, cool, refreshing	Fa, Margo, Cinthol, Santoor	y.adult- self	none
Santoor	traditional, natural, sandal, cool, soothing, good skin, young looking skin	Fa, Margo, Cinthol, Santoor	y. adult-self	none
Pears	gentle, good for skin, safe for babies, clear, pure, for all ages	Fa, Cinthol, Lifebouy, Palmolive, Dettol, Lux,	adult- self	daughter
Dove	soft, moisturising, premium, good care of skin, nourishing for those who look after themselves	Fa, Cinthol, Lifebouy, Palmolive, Dettol, Lux,	adult- self	none

Mobile

Mobile brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Nokia 1100	sturdy, good battery backup, good grip, good price, best mobile for India, durable, less features, basic functionality. for a person who is down to earth, simple to himself, with clear perception, wants basic good quality, would be a good speaker	Nokia N Series, Sony Ericson, LG, Samsung, Motorola	adult-mother	adult+child-family
Nokia 1100	cheap, sturdy, don't have to bother too much, basic purpose, no colour, value for money, easy to use, traditional interface, irritating, ascending ringtone. person who buys Nokia 1100 will look at price not for a phone to flaunt, he/she would be middle class.	Motorola, Sony Ericsson, LG, Haier, Samsung	adult-mother	adult +child-family
Sony Ericsson	decent looks, decent interface, much improved. Looks sturdy, interface not v user friendly, beyond basic features- can use office related functions, Person buying this would be an executive want phones which can do work related stuff , would be very demanding		adult-father	teenager-self
Motorola	feminine, good looks, aesthetic, very light weight, battery problem, technology behind Nokia, not leader, for a lady to whom aesthetics are important. She is likely to be soft spoken , modest sincere sober, not very independent.	Nokia ,Ericson, Samsung, Blackberry, iphone	adult-father	teenager-self
Nokia	best technology in mobile, not very appealing looks, good quality, durability, person who buys this would be one who goes for quality ,could be a professional, would not like to change mobile very frequently. Could be traditional, family person.	Motorola,Ericson, Samsung, Blackberry, iphone	young adult-self-for self as well as for mother and grandfather	

Mobile brand	Associations for specified brand	Other brands named	Decision maker	Influencer
Motorola	for a person who likes music, can relate to me , for young people, open minded, like different kinds of music, different kinds of food	Samsung,Nokia, Sony, Iphone		
Nokia	good functionality, business friendly, good for working professional adults. a user would be a lady who likes reading on the internet, likes reading, open to all kinds of food	Samsung, Motorola, Sony, Iphone	self	none
LG	stylish, looks good, for easy going, stylish but tough people, like watching tv, likes going out, likes all kinds of food	Htc Touch, Nokia	self	none
Nokia	simple, bought by simple, strict serious people, who like sleeping, boring, like only home food	Htc Touch, LG	adult-husband	me
Motorola	cool, music, looks good, good features, bit delicate, trendy, latest for guys who like to be cool and love music, likes biking, fast food, is chilled out and fun to be with	Iphone, Samsung, Blackberry, LG		
LG	average, not best technology, not dependable, not trendy, vfm for people who are sincere and rising in life not very refined tastes, like Indian food mostly and like watching tv	Iphone, Samsung, Blackberry, Motorola	adult-self-for self as well as for parents	
Nokia N series	advanced, hi tech, expensive, latest, for those who are professional, working, have modern outlook, like going out, well read, like international cuisines, refined taste	Motorola, LG, Samsung, Blackberry, Sony Ericsson	self	none
LG	good looks, affordable, for young people, for whom looks matter more than technology,, want to enjoy life, like being with friends	Motorola, LG, Samsung, Blackberry, Sony Ericsson	self	none
Kyocera	ok phone, cheap, basic functionality, not very good looking, cdma, for those who want to use cdma and look for value for money, family oriented, value conscious, practical	Nokia, Motorola, Samsung, LG	self	adult-husband
Samsung	good looks, colourful, good technology, trendy for the younger people, who like partying, like fast food, confident, smart.	Nokia, Motorola, Kyocera, LG	self	adult-husband

Biscuits

Biscuit name	Associations for specified brand	Other brands named	Decision maker	Influencer
Britannia Cream Crackers	peaceful, gentle, from time immemorial, hygienic, simple, not heavy, light brown, like Amitabh-gentlemanly and from time immemorial. would like to have it in a mall at a café or by the sea-side.	Good Day, Marie, Krackjack, Tiger, Bourbourne, Tiger	mother -adult or self-young adult (when living alone)	self-adult
Good Day	milk, good to have when hungry, filling, dark brown, hi energy and extrovert like Shahrukh Khan, funtime, enjoyment, snack to have at workplace (corporate) with coffee	Britannia Marie, Parle G, Milano	mother -adult and self - young adult	self-adult
Milano	chocolate chips, textured, brown sweet, yummy, buttery, tasty, gift, happy feeling	50-50, Jim Jam Parle G, Bourborne, Hide And Seek	mother- adult	self-tweenager
Parle G	speed, power, energy, affordable, middle class, for kids, little girl	50-50, Jim Jam , Milano, Bourborne, Hide And Seek	mother- adult	self-tweenager
Borbourne	chocolate ,sweet, yummy, good to have around, friendly,	Borbourne, Nutrigrain Marie, Sunfeast, Parle G	mother- adult	self- child
Sunfeast	smiling sun, happy, bright, fun, magical	Borbourne, Nutrigrain Marie, Sunfeast, Parle G	mother- adult	self- child
Nice	sugar, sweet, soft, smiling, gentle, to have at home, to munch at all times	Parle G, 50-50, Tiger, Sunfeast	mother- adult	self- child
50-50	fun, whacky, masti naughty, playing games	Parle G, Nice, Tiger	mother- adult	self- child
Monaco	round, playful, fun, salty, tasty, majedar, peppy	50-50, Tiger, Sunfeast, Marie	mother- adult	self-young adult
Marie	for tea time, had with family, faithful, good companion, liked by older people, boring, made from wheat	50-50, Tiger, Sunfeast, Monaco, Parle G	mother- adult	self-young adult
Sunfeast	tasty, healthy, happy, sunshine, for kids	Good Day, Marie, Krackjack, Treat	mother- adult	child

Biscuit name	Associations for specified brand	Other brands named	Decision maker	Influencer
Treat	chocolaty, rich, creamy, indulgence, vfm, good to serve	Marie, Krackjack, , 50-50, Sunfeast	mother- adult	child
Marie	good for health, non fattening, light, tea time snack	50-50, Treat, Hide And Seek, Good Day	adult- wife	family
Good Day	tasty, buttery, baked, all time munch, all ages, sweet, filling, not heavy, for adults and kids	50-50, Treat, Hide And Seek, Marie	adult- wife	family
Tiger	power, kids, glucose, energy, strength	Bou bourne, Treat, Good Day, Milano, Parle G	adult- wife	child
Milano	melt in mouth, good quality, chocolaty, premium	Bou bourne, Treat, Good Day, Tiger, Parle G, Sunfeast	adult- wife	child

Annexure – 4
Questionnaire for Descriptive Research

Form No. –

Hello, my name is _____ and I am from an MR agency. We are currently doing a study to understand the thoughts, likes and preferences of consumers relating to a couple of products. I would be grateful if you could spare some time answer these questions. THERE ARE NO RIGHT OR WRONG ANSWERS HERE. Please give your frank opinions.

Screener Questionnaire

Respondent Name _____ Gender _____

Address: _____

_____ Tel _____

1. Have you or anybody in your household been interviewed in the last six months?

Yes 1 Terminate

No 2 Continue

2. Could you please tell me if you or any member of your family work in any of the following?

* Market Research company 1 * Advertising company 2

* Biscuit manufacturing company 3 * Car manufacturing co/dealership 4

* Other (pl. specify)..... 5

IF 1 or 2 coded, close the interview, IF 3 or 4 coded, use alternate questionnaire, ELSE CONTINUE

3. I would now like to know something about the main earner of your household? By main earner, I mean the person who contributes most to the household income i.e.-Self/Spouse/Father/Mother. Please tell me about the educational background of the main earner's educational qualifications (For children the question could be what is your father's qualification) and his/her occupation?

Tick the relevant cell in the grid below.

TERMINATE INTERVIEW IF QUALIFICATION IF HE/SHE FALLS IN ANY OF THE SHADED CELLS OR HAS LOWER QUALIFICATION THAN GIVEN

Education	School	SSC/	SSC/ HSC but not graduate	Graduate/post- graduate: General	Graduate post- graduate: Professional
	5-9 yrs.	HSC			
Occupation					
Unskilled worker					
Skilled worker					
Petty traders					
Shop owners					
Business/ Industrialist with no. of employees					
None					
1-9					
10+					
Self-employed/ professional					
Clerical/ Salesman					
Supervisory level					
Officers/ Executives: Junior					
Officers/Executives: Middle/Senior					

4. For the purpose of analysis of data, we need to classify people according to their age. So, can you look at this card and tell me the age group to which you belong? (SHOW CARD)

- * 10-12 yrs 1 * 13-17 yrs 2 * 18-24 yrs 3
 * 25-35 yrs 4 * 36-45 yrs 5 * Any other 6

TERMINATE IF "6" CODED ELSE CONTINUE

5. How many children less than 18 year old are there in your family

- * None 0 * One 1 * more than one 2

6. What is your occupation (if main earner is self, ignore this question)

- * Student 1 * Clerical & Support staff 2 * Homemaker 3
 * Business 4 * Executive in a company 5 * Academician 6
 * Any other (please specify)..... 7

Main Questionnaire-BC

10. Do you like shopping?

Yes..... No..... Little Bit....

11. Can you name a few brands of biscuits

i.

ii.

iii.

any others.....

12. Can you name few brands of cars

i.

ii.

iii.

any others.....

13. I would like to know how involved or interested are you in different product categories. Depending on what you feel about each of these products please give a score between 1 & 7.

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4

- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

a.Biscuits

i) Important	1	2	3	4	5	6	7	Unimportant
ii) Irrelevant	1	2	3	4	5	6	7	Relevant ;
iii) Means a lot to me	1	2	3	4	5	6	7	Means nothing to me
iv) Unexciting	1	2	3	4	5	6	7	Exciting
v) Dull	1	2	3	4	5	6	7	Neat (Cool)
vi) Matters to me	1	2	3	4	5	6	7	Doesn't matter

vii) Fun	1	2	3	4	5	6	7	Not Fun
viii) Appéaling	1	2	3	4	5	6	7	Unappealing
ix) Boring	1	2	3	4	5	6	7	Interesting
x) Of no concern	1	2	3	4	5	6	7	Of concern to me

b. Cars

i) Important	1	2	3	4	5	6	7	Unimportant
ii) Irrelevant	1	2	3	4	5	6	7	Relevant
iii) Means a lot to me ¹	2	3	4	5	6	7	Means nothing to me	
iv) Unexciting	1	2	3	4	5	6	7	Exciting
v) Dull,	1	2	3	4	5	6	7	Neat (Cool)
vi) Matters to me	1	2	3	4	5	6	7	Doesn't matter
vii) Fun	1	2	3	4	5	6	7	Not Fun
viii) Appealing	1	2	3	4	5	6	7	Unappealing
ix) Boring	1	2	3	4	5	6	7	Interesting
x) Of no concern	1	2	3	4	5	6	7	Of concern to me

5. Rate the level of influence you have when purchasing Biscuits

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 6.
- If you agree somewhat with one or the other end of the scale, please give a rating between 2&5
- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	I have no influence			I have complete influence		
Suggesting or initiating purchase	1	2	3	4	5	6
Searching for and discussing different options	1	2	3	4	5	6
Deciding When to buy	1	2	3	4	5	6
Deciding Which kind to buy	1	2	3	4	5	6
Deciding Which brand to buy	1	2	3	4	5	6

Deciding Which pack size to buy	1	2	3	4	5	6
Deciding Where to buy	1	2	3	4	5	6
Deciding How much to spend	1	2	3	4	5	6
Making the Final Purchase	1	2	3	4	5	6

6. Rate the level of influence you have/think you will have in the purchase of a car

I have no influence I have complete influence

Suggesting or initiating purchase	1	2	3	4	5	6
Searching for and discussing different options	1	2	3	4	5	6
Deciding When to buy	1	2	3	4	5	6
Deciding Which kind to buy	1	2	3	4	5	6
Deciding Which brand to buy	1	2	3	4	5	6
Deciding Which model to buy	1	2	3	4	5	6
Deciding Where to buy	1	2	3	4	5	6
Deciding How much to spend	1	2	3	4	5	6
Making the Final Purchase	1	2	3	4	5	6

7. Which of these biscuits have you heard of? (aided recall)

* Parle G	1	* Sunfeast Glucose	2	* Britannia Marie	3	* Milano	4
* Good day	5	* Bourbon	6	* Krackjack	7	* 50-50	8
* Tiger	9	* Nutrigrain Marie	10	* Sunfeast marie	11	* Priya	12
* Priya Gold	13	* Little Hearts	14	* Treat	15	* Milk Bikis	16
* Nutri Choice	17	* Time Pass	18	* Nice	19	* Pure Magic	20
* Monaco	21	* Hide & Seek	22	* Parle Maire	23	* Milk Shakti	24
* Sunfeast Milk Magic	25	* Sunfeast Golden Bakery	26				

8. Which biscuit do you like the most?

9. I would like you to rate the biscuits shown. SHOW CARD. Please indicate your feelings for each of these biscuits on the scales given-

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7.
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4

- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	Bad			undecided/ not clear			Good
Parle G	1	2	3	4	5	6	7
Sunfeast Glucose	1	2	3	4	5	6	7
Britannia Marie	1	2	3	4	5	6	7
Milano	1	2	3	4	5	6	7
50-50	1	2	3	4	5	6	7

	Unpleasant			undecided/ not clear			Pleasant
Parle G	1	2	3	4	5	6	7
Sunfeast Glucose	1	2	3	4	5	6	7
Britannia Marie	1	2	3	4	5	6	7
Milano	1	2	3	4	5	6	7
50-50	1	2	3	4	5	6	7

	unfavourable			undecided/ not clear			favourable
Parle G	1	2	3	4	5	6	7
Sunfeast Glucose	1	2	3	4	5	6	7
Britannia Marie	1	2	3	4	5	6	7
Milano	1	2	3	4	5	6	7
50-50	1	2	3	4	5	6	7

10. Just imagine for a moment that each of these biscuits are human beings. We normally have different feelings about people. We feel close to some people and not so close to others. How close or distant do you personally feel to the brands indicated?

	Very distant			undecided/ not clear			Very close
Parle G	1	2	3	4	5	6	7
Sunfeast Glucose	1	2	3	4	5	6	7
Britannia Marie	1	2	3	4	5	6	7
Milano	1	2	3	4	5	6	7
Good Day	1	2	3	4	5	6	7

11. If you decided to buy a biscuit, please indicate how likely you are to buy the following brands:

	Not at all likely to buy			undecided/ not clear			Very likely to buy
Parle G	1	2	3	4	5	6	7
Sunfeast Glucose	1	2	3	4	5	6	7
Britannia Marie	1	2	3	4	5	6	7
Milano	1	2	3	4	5	6	7
Good Day	1	2	3	4	5	6	7

CARS

12. Which of these Cars have you heard of? (aided recall)

* Swift	1	* Nano	2	* Mercedes	3	* Santro	4
* Honda City	5	* Zen Estilo	6	* i20	7	* Accent	8
* Esteem/Swift Desire	9	* Ford Ikon	10	* Honda Civic	11	* Toyota Corolla	12
* Spark	13	* Maruti 800	14	* Jazz	15	* BMW	16
* Skoda	17	* Corsa	18	* Palio	19	* Alto	20
* Sonata	21	* Indigo	22	* A star	23	* Ritz	24
* i10	25	* Indica	26	* Wagon R	27		

13. Which car do you like the most?

14. I would like you to rate the cars shown. **SHOW CARD.** Please indicate your feelings for each of these brands on the scales given-

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7.
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4
- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	Bad			undecided/ not clear			Good
Swift	1	2	3	4	5	6	7
Indica	1	2	3	4	5	6	7
Santro	1	2	3	4	5	6	7
Wagon R	1	2	3	4	5	6	7
i-10	1	2	3	4	5	6	7

	Unpleasant			undecided/ not clear			Pleasant
Swift	1	2	3	4	5	6	7
Indica	1	2	3	4	5	6	7
Santro	1	2	3	4	5	6	7
Wagon R	1	2	3	4	5	6	7
i-10	1	2	3	4	5	6	7

	unfavourable			undecided/ not clear			favourable
Swift	1	2	3	4	5	6	7
Indica	1	2	3	4	5	6	7
Santro	1	2	3	4	5	6	7
Wagon R	1	2	3	4	5	6	7
i-10	1	2	3	4	5	6	7

15. Just imagine for a moment that each of these cars are human beings. We normally have different feelings about people. We feel close to some people and not so close to others. How close or distant do you personally feel to the brands indicated?

	Very distant			undecided/ not clear			Very close
Swift	1	2	3	4	5	6	7
Indica	1	2	3	4	5	6	7
Santro	1	2	3	4	5	6	7
Wagon R	1	2	3	4	5	6	7
i-10	1	2	3	4	5	6	7

16. If you decided to buy a car, please indicate how likely you are to buy the following brands:

	Not at all likely to buy			undecided/ not clear			Very likely to buy
Swift	1	2	3	4	5	6	7
Indica	1	2	3	4	5	6	7
Santro	1	2	3	4	5	6	7
Wagon R	1	2	3	4	5	6	7
i-10	1	2	3	4	5	6	7

Main Questionnaire-SM

14. Do you like shopping?

Yes 1 No 2 Little Bit 3

15. Can you name a few brands of soaps?

1..... 2..... 3.....

Any others.....

16. Can you name a few brands of mobile handsets

1..... 2..... 3.....

Any others.....

17. For certain people some products are very important and relevant and for others it may not be so. Similarly we want to know how important or relevant is SOAPS AND MOBILE PHONES as a category for you. **SHOW QUESTIONNAIRE TO THE RESPONDENT AND ASK HIM/HER TO CODE AS PER THEIR CHOICE**

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4

- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

a. Soaps

xi) Important	1	2	3	4	5	6	7	Unimportant
xii) Irrelevant	1	2	3	4	5	6	7	Relevant
xiii) Means a lot to me	1	2	3	4	5	6	7	Means nothing to me
xiv) Unexciting	1	2	3	4	5	6	7	Exciting
xv) Dull	1	2	3	4	5	6	7	Neat (Cool)
xvi) Matters to me	1	2	3	4	5	6	7	Doesn't matter
xvii) Fun	1	2	3	4	5	6	7	Not Fun
xviii) Appealing	1	2	3	4	5	6	7	Unappealing
xix) Boring	1	2	3	4	5	6	7	Interesting
xx) Of no concern	1	2	3	4	5	6	7	Of concern to me

b. Mobile handsets

xi) Important	1	2	3	4	5	6	7	Unimportant
xii) Irrelevant	1	2	3	4	5	6	7	Relevant
xiii) Means a lot to me	1	2	3	4	5	6	7	Means nothing to me
xiv) Unexciting	1	2	3	4	5	6	7	Exciting
xv) Dull	1	2	3	4	5	6	7	Neat (Cool)
xvi) Matters to me	1	2	3	4	5	6	7	Doesn't matter
xvii) Fun	1	2	3	4	5	6	7	Not Fun
xviii) Appealing	1	2	3	4	5	6	7	Unappealing
xix) Boring	1	2	3	4	5	6	7	Interesting
xx) Of no concern	1	2	3	4	5	6	7	Of concern to me

5. Rate the level of influence you have when purchasing Soap

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 6.
- If you agree somewhat with one or the other end of the scale, please give a rating between 2&5
- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	I have no influence			I have complete influence		
Suggesting or initiating purchase	1	2	3	4	5	6
Searching for and discussing different options	1	2	3	4	5	6
Deciding When to buy	1	2	3	4	5	6
Deciding Which kind to buy	1	2	3	4	5	6
Deciding Which brand to buy	1	2	3	4	5	6
Deciding Which pack size to buy	1	2	3	4	5	6
Deciding Where to buy	1	2	3	4	5	6
Deciding How much to spend	1	2	3	4	5	6
Making the Final Purchase	1	2	3	4	5	6

6. Rate the level of influence you have/think you will have in the purchase of a mobile handset?
I have no influence **I have complete influence**

Suggesting or initiating purchase	1	2	3	4	5	6
Searching for and discussing different options	1	2	3	4	5	6
Deciding When to buy	1	2	3	4	5	6
Deciding Which kind to buy	1	2	3	4	5	6
Deciding Which brand to buy	1	2	3	4	5	6
Deciding Which model to buy	1	2	3	4	5	6
Deciding Where to buy	1	2	3	4	5	6
Deciding How much to spend	1	2	3	4	5	6
Making the Final Purchase	1	2	3	4	5	6

Soaps

8. Which of these soaps have you heard of? (aided recall)

* Lux	1	* Cinthol	2	* Pears	3	* Lifebuoy	4
*Dove	5	* Hamam	6	* Johnson&Johnson	7	* Dettol	8
* Margo	9	* Santoor	10	* Savlon	11	* Fa	12
* Palmolive	13	* Godrej No1	14	* Liril	15	* Medimix	16
* Vivel	17	* Rexona	18	* Mysore Sandal	19	* Breeze	20
* Nima	21	* Doy	22	* Emami	23	* Fair Glow	24
* Godrej Shikakai	25	* Nikhar	26				

8. Which soap do you like the most?

9. I would like you to rate the soaps shown. Please indicate your feelings for each of these soap brands on the scales given-

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7.
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4
- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	Bad			Neither Good nor Bad			Good
	1	2	3	4	5	6	7
Lux	1	2	3	4	5	6	7
Cinthol	1	2	3	4	5	6	7
Pears	1	2	3	4	5	6	7
Lifebuoy	1	2	3	4	5	6	7
Dove	1	2	3	4	5	6	7

	Unpleasant			Neither pleasant nor unpleasant			Pleasant
	1	2	3	4	5	6	7
Lux	1	2	3	4	5	6	7
Cinthol	1	2	3	4	5	6	7
Pears	1	2	3	4	5	6	7
Lifebuoy	1	2	3	4	5	6	7
Dove	1	2	3	4	5	6	7

	unfavourable			Neither favourable nor unfavorable			favourable
	1	2	3	4	5	6	7
Lux	1	2	3	4	5	6	7
Cinthol	1	2	3	4	5	6	7
Pears	1	2	3	4	5	6	7
Lifebuoy	1	2	3	4	5	6	7
Dove	1	2	3	4	5	6	7

10. Just imagine for a moment that each of these soaps are human beings. We normally have different feelings about people. We feel close to some people and not so close to others. How close or distant do you personally feel to the brands indicated?

	Very distant			Neither close nor far off			Very close
	1	2	3	4	5	6	7
Lux	1	2	3	4	5	6	7
Cinthol	1	2	3	4	5	6	7
Pears	1	2	3	4	5	6	7
Lifebuoy	1	2	3	4	5	6	7
Dove	1	2	3	4	5	6	7

11. If you decided to buy a soap, please indicate how likely are you to buy the following brands:

	Not at all likely to buy			Neither likely nor unlikely			Very likely to buy
	1	2	3	4	5	6	7
Lux	1	2	3	4	5	6	7
Cinthol	1	2	3	4	5	6	7
Pears	1	2	3	4	5	6	7
Lifebuoy	1	2	3	4	5	6	7
Dove	1	2	3	4	5	6	7

Mobile handsets

12. Which of these mobile brands have you heard of? (aided recall)

* Nokia	1	* Samsung	2	* LG	3	* Motorola	4
* Sony	5	* Black berry	6	* Haier	7	* Videocon	8
* iphone	9	* Micormax	10	* Spice	11	* benq	12
* O2	13	* Kyocera	14	* Phillips Xenium	15	* Panasonic	16
* HTC	17	*Karbonn	18	* Dopod	19	* ZTE	20

13. Which mobile do you like the most?

14. I would like you to rate the mobile brands shown. Please indicate your feelings for each of these brands on the scales given-

- If you agree very strongly with one or other end of the scale please give a rating of 1 or 7.
- If you agree somewhat with one or the other end of the scale, please tick 3 or 5
- If you are undecided or not clear, please tick 4

- There is no right or wrong answer. Only circle one number per line.
- You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

	Bad			Neither good nor bad	Good		
	1	2	3	4	5	6	7
Nokia	1	2	3	4	5	6	7
Samsung	1	2	3	4	5	6	7
LG	1	2	3	4	5	6	7
Motorola	1	2	3	4	5	6	7
Sony	1	2	3	4	5	6	7

	Unpleasant			Neither pleasant nor unpleasant	Pleasant		
	1	2	3	4	5	6	7
Nokia	1	2	3	4	5	6	7
Samsung	1	2	3	4	5	6	7
LG	1	2	3	4	5	6	7
Motorola	1	2	3	4	5	6	7
Sony	1	2	3	4	5	6	7

	unfavourable			Neither favourable nor unfavourable	favourable		
	1	2	3	4	5	6	7
Nokia	1	2	3	4	5	6	7
Samsung	1	2	3	4	5	6	7
LG	1	2	3	4	5	6	7
Motorola	1	2	3	4	5	6	7
Sony	1	2	3	4	5	6	7

15. Just imagine for a moment that each of these mobiles are human beings. We normally have different feelings about people. We feel close to some people and not so close to others. How close or distant do you personally feel to the brands indicated?

	Very distant			Neither close not very far off	Very close		
	1	2	3	4	5	6	7
Nokia	1	2	3	4	5	6	7
Samsung	1	2	3	4	5	6	7
LG	1	2	3	4	5	6	7
Motorola	1	2	3	4	5	6	7
Sony	1	2	3	4	5	6	7

16. If you decided to buy a mobile, please indicate how likely you are to buy the following brands:

	Not at all likely to buy			Neither likely nor unlikely	Very likely to buy		
	1	2	3	4	5	6	7
Nokia	1	2	3	4	5	6	7
Samsung	1	2	3	4	5	6	7
LG	1	2	3	4	5	6	7
Motorola	1	2	3	4	5	6	7
Sony	1	2	3	4	5	6	7

Annexure- 5

Scale Reliability

Scale: Involvement-Biscuits

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	10

Scale: Involvement-Cars

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.661	10

Scale: Involvement-mobile

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.764	10

Scale: involvement-Soap

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.855	10

Scale: Purchase Influence- Biscuits

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	9

Scale: Purchase Influence- Cars

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	9

Scale: Purchase Influence- Mobiles

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.932	9

Scale: Purchase Influence- Soap

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.927	9

Reliability for Abrand Biscuits

Scale:- Abrand-Parle G

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.967	3

Scale: Abrand – Sunfeast Glucose

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.906	3

Scale: Abrand-Britannia Marie

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.923	3

Scale: Abrand- Milano

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.944	3

Scale: Abrand- 50-50

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.955	3

Reliability- Abrand Cars

Scale: Abrand-Swift

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.932	3

Scale: Abrand-Indica

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	3

Scale: Abrand- Santro

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	3

Scale: Abrand- Wagon R

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.905	3

Scale: Abrand-i10

Case Processing Summary

		N	%
Cases	Valid	153	100.0
	Excluded ^a	0	.0
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.963	3

Reliability Abrand- Mobiles

Scale: Abrand Nokia

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.862	3

Scale: Abrand-Samsung

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.745	3

Scale: Abrand LG

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.671	3

Scale- Abrand - Motorola

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.900	3

Scale: Abrand- Sony

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.668	3

Reliability Abrand- Soap

Scale: Abrand Lux

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.693	3

Scale: Abrand Cinthol

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.615	3

Scale: Abrand Pears

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

Scale: Abrand Lifebuoy

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.761	3

Scale: Abrand Dove

Case Processing Summary

		N	%
Cases	Valid	151	100.0
	Excluded ^a	0	.0
	Total	151	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.690	3

Annexure- 6

Variance in Involvement & Purchase Influence

Variance in involvement with soap

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.452	4	9.863	33.236	.000
Within Groups	43.326	146	.297		
Total	82.778	150			

Post Hoc Tests

Multiple Comparisons

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-1.04000*	.14065	.000	-1.3180	-.7620
	3	-1.15108*	.13951	.000	-1.4268	-.8753
	4	-1.50333*	.14065	.000	-1.7813	-1.2254
	5	-1.19667*	.14065	.000	-1.4746	-.9187
2	1	1.04000*	.14065	.000	.7620	1.3180
	3	-.11108	.13951	.427	-.3868	.1647
	4	-.46333*	.14065	.001	-.7413	-.1854
	5	-.15667	.14065	.267	-.4346	.1213
3	1	1.15108*	.13951	.000	.8753	1.4268
	2	.11108	.13951	.427	-.1647	.3868
	4	-.35226*	.13951	.013	-.6280	-.0765
	5	-.04559	.13951	.744	-.3213	.2301
4	1	1.50333*	.14065	.000	1.2254	1.7813
	2	.46333*	.14065	.001	.1854	.7413
	3	.35226*	.13951	.013	.0765	.6280

	5	.30667*	.14065	.031	.0287	.5846
5	1	1.19667*	.14065	.000	.9187	1.4746
	2	.15667	.14065	.267	-.1213	.4346
	3	.04559	.13951	.744	-.2301	.3213
	4	-.30667*	.14065	.031	-.5846	-.0287

*. The mean difference is significant at the 0.05 level.

Variance in involvement with mobile handsets

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.797	4	2.699	7.759	.000
Within Groups	50.793	146	.348		
Total	61.590	150			

Multiple Comparisons

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.55667*	.15229	.000	-.8576	-.2557
	3	-.64333*	.15106	.000	-.9419	-.3448
	4	-.79000*	.15229	.000	-1.0910	-.4890
	5	-.54000*	.15229	.001	-.8410	-.2390
2	1	.55667*	.15229	.000	.2557	.8576
	3	-.08667	.15106	.567	-.3852	.2119
	4	-.23333	.15229	.128	-.5343	.0676
	5	.01667	.15229	.913	-.2843	.3176
3	1	.64333*	.15106	.000	.3448	.9419
	2	.08667	.15106	.567	-.2119	.3852
	4	-.14667	.15106	.333	-.4452	.1519

	5	.10333	.15106	.495	-.1952	.4019
4	1	.79000*	.15229	.000	.4890	1.0910
	2	.23333	.15229	.128	-.0676	.5343
	3	.14667	.15106	.333	-.1519	.4452
	5	.25000	.15229	.103	-.0510	.5510
5	1	.54000*	.15229	.001	.2390	.8410
	2	-.01667	.15229	.913	-.3176	.2843
	3	-.10333	.15106	.495	-.4019	.1952
	4	-.25000	.15229	.103	-.5510	.0510

*. The mean difference is significant at the 0.05 level.

Variance in purchase influence for cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.370	4	12.343	25.096	.000
Within Groups	72.790	148	.492		
Total	122.160	152			

Post Hoc Test

Multiple Comparisons

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-1.15484*	.17961	.000	-1.5098	-.7999
	3	-1.43369*	.17813	.000	-1.7857	-1.0817
	4	-1.31410*	.17961	.000	-1.6690	-.9592
	5	-1.57348*	.17813	.000	-1.9255	-1.2215
2	1	1.15484*	.17961	.000	.7999	1.5098
	3	-.27885	.17961	.123	-.6338	.0761

	4	-.15926	.18107	.381	-.5171	.1986
	5	-.41864*	.17961	.021	-.7736	-.0637
3	1	1.43369*	.17813	.000	1.0817	1.7857
	2	.27885	.17961	.123	-.0761	.6338
	4	.11959	.17961	.507	-.2353	.4745
	5	-.13978	.17813	.434	-.4918	.2122
4	1	1.31410*	.17961	.000	.9592	1.6690
	2	.15926	.18107	.381	-.1986	.5171
	3	-.11959	.17961	.507	-.4745	.2353
	5	-.25938	.17961	.151	-.6143	.0956
5	1	1.57348*	.17813	.000	1.2215	1.9255
	2	.41864*	.17961	.021	.0637	.7736
	3	.13978	.17813	.434	-.2122	.4918
	4	.25938	.17961	.151	-.0956	.6143

*. The mean difference is significant at the 0.05 level.

Variance in purchase influence for mobile handsets

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	79.686	4	19.922	18.149	.000
Within Groups	160.259	146	1.098		
Total	239.946	150			

Post Hoc Test

Multiple Comparisons

Dependent Variable: q4 mob Pur Inf

	(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	1	2	-1.29259*	.27051	.000	-1.8272	-.7580
		3	-1.80920*	.26832	.000	-2.3395	-1.2789

	4	-1.93333*	.27051	.000	-2.4680	-1.3987
	5	-1.87778*	.27051	.000	-2.4124	-1.3431
2	1	1.29259*	.27051	.000	.7580	1.8272
	3	-.51661	.26832	.056	-1.0469	.0137
	4	-.64074*	.27051	.019	-1.1754	-.1061
	5	-.58519*	.27051	.032	-1.1198	-.0506
3	1	1.80920*	.26832	.000	1.2789	2.3395
	2	.51661	.26832	.056	-.0137	1.0469
	4	-.12413	.26832	.644	-.6544	.4062
	5	-.06858	.26832	.799	-.5989	.4617
4	1	1.93333*	.27051	.000	1.3987	2.4680
	2	.64074*	.27051	.019	.1061	1.1754
	3	.12413	.26832	.644	-.4062	.6544
	5	.05556	.27051	.838	-.4791	.5902
5	1	1.87778*	.27051	.000	1.3431	2.4124
	2	.58519*	.27051	.032	.0506	1.1198
	3	.06858	.26832	.799	-.4617	.5989
	4	-.05556	.27051	.838	-.5902	.4791

*. The mean difference is significant at the 0.05 level.

Annexure- 7
Variance in Aided Recall

Cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	205.073	4	51.268	2.588	.039
Within Groups	2931.763	148	19.809		
Total	3136.837	152			

Post Hoc

Multiple Comparisons

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.987	1.140	.388	-1.27	3.24
	3	-.032	1.130	.977	-2.27	2.20
	4	-2.080	1.140	.070	-4.33	.17
	5	-1.774	1.130	.119	-4.01	.46
2	1	-.987	1.140	.388	-3.24	1.27
	3	-1.019	1.140	.373	-3.27	1.23
	4	-3.067	1.149	.008	-5.34	-.80
	5	-2.761	1.140	.017	-5.01	-.51
3	1	.032	1.130	.977	-2.20	2.27
	2	1.019	1.140	.373	-1.23	3.27
	4	-2.047	1.140	.075	-4.30	.21
	5	-1.742	1.130	.125	-3.98	.49
4	1	2.080	1.140	.070	-.17	4.33
	2	3.067	1.149	.008	.80	5.34
	3	2.047	1.140	.075	-.21	4.30
	5	.305	1.140	.789	-1.95	2.56

5	1	1.774	1.130	.119	-.46	4.01
	2	2.761*	1.140	.017	.51	5.01
	3	1.742	1.130	.125	-.49	3.98
	4	-.305	1.140	.789	-2.56	1.95

*. The mean difference is significant at the 0.05 level.

Annexure- 8

Variance in Abrand

Variance in Abrand across age groups- Biscuits

PG- Parle G, SF-Sunfeast Glucose, BM- Britannia Marie, Mil- Milano, FF- 50-50

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Abrand PG	Between Groups	3.451	4	.863	.983	.419
	Within Groups	130.731	149	.877		
	Total	134.182	153			
Abrand SF	Between Groups	8.341	4	2.085	3.363	.011
	Within Groups	92.382	149	.620		
	Total	100.722	153			
Abrand BM	Between Groups	4.426	4	1.107	1.293	.275
	Within Groups	127.476	149	.856		
	Total	131.903	153			
Abrand Mil	Between Groups	13.367	4	3.342	2.969	.021
	Within Groups	167.732	149	1.126		
	Total	181.100	153			
Abrand FF	Between Groups	7.174	4	1.793	1.550	.191
	Within Groups	172.451	149	1.157		
	Total	179.625	153			

Post-Hoc Test

Multiple Comparisons

LSD

Dependent Variable	(I) Age (screen 4)	(J) Age (screen 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Abrand SF	1	2	.36559	.20000	.070	-.0296	.7608
		3	.40860	.20000	.043	.0134	.8038

	4		- .10215	.20166	.613	- .5006	.2963
	5		.47312	.20000	.019	.0779	.8683
2	1		- .36559	.20000	.070	- .7608	.0296
	3		.04301	.20000	.830	- .3522	.4382
	4		- .46774	.20166	.022	- .8662	- .0693
	5		.10753	.20000	.592	- .2877	.5027
3	1		- .40860	.20000	.043	- .8038	- .0134
	2		- .04301	.20000	.830	- .4382	.3522
	4		- .51075	.20166	.012	- .9092	- .1123
	5		.06452	.20000	.747	- .3307	.4597
4	1		.10215	.20166	.613	- .2963	.5006
	2		.46774	.20166	.022	.0693	.8662
	3		.51075	.20166	.012	.1123	.9092
	5		.57527	.20166	.005	.1768	.9738
5	1		- .47312	.20000	.019	- .8683	- .0779
	2		- .10753	.20000	.592	- .5027	.2877
	3		- .06452	.20000	.747	- .4597	.3307
	4		- .57527	.20166	.005	- .9738	- .1768
Abrand Mil	1	2	- .45161	.26949	.096	- .9841	.0809
		3	- .84946	.26949	.002	- 1.3820	- .3169
		4	- .68495	.27173	.013	- 1.2219	- .1480
		5	- .32258	.26949	.233	- .8551	.2099
	2	1	.45161	.26949	.096	- .0809	.9841
		3	- .39785	.26949	.142	- .9304	.1347
		4	- .23333	.27173	.392	- .7703	.3036
		5	.12903	.26949	.633	- .4035	.6616
	3	1	.84946	.26949	.002	.3169	1.3820
		2	.39785	.26949	.142	- .1347	.9304
		4	.16452	.27173	.546	- .3724	.7015
		5	.52688	.26949	.052	- .0056	1.0594
	4	1	.68495	.27173	.013	.1480	1.2219

	2	.23333	.27173	.392	-.3036	.7703
	3	-.16452	.27173	.546	-.7015	.3724
	5	.36237	.27173	.184	-.1746	.8993
5	1	.32258	.26949	.233	-.2099	.8551
	2	-.12903	.26949	.633	-.6616	.4035
	3	-.52688	.26949	.052	-1.0594	.0056
	4	-.36237	.27173	.184	-.8993	.1746

*. The mean difference is significant at the 0.05 level.

Variance in Abrand across age groups : Soaps
 Lux, Cin- Cinthol, PRS- Pears, LB-Lifeboy, Dov-Dove

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUX	Between Groups	1.074	4	.269	.459	.766
	Within Groups	85.389	146	.585		
	Total	86.464	150			
CIN	Between Groups	1.266	4	.317	.789	.534
	Within Groups	58.560	146	.401		
	Total	59.826	150			
PRS	Between Groups	.839	4	.210	.342	.849
	Within Groups	89.549	146	.613		
	Total	90.389	150			
LB	Between Groups	1.202	4	.300	.843	.500
	Within Groups	52.012	146	.356		
	Total	53.214	150			
DOV	Between Groups	13.882	4	3.471	5.184	.001
	Within Groups	97.748	146	.670		
	Total	111.631	150			

Post Hoc Test

Multiple Comparisons

Dove

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.08889	.21127	.675	-.5064	.3286
	3	-.53369*	.20956	.012	-.9478	-.1195
	4	-.55556*	.21127	.009	-.9731	-.1380
	5	.21111	.21127	.319	-.2064	.6286
2	1	.08889	.21127	.675	-.3286	.5064
	3	-.44480*	.20956	.035	-.8590	-.0306
	4	-.46667*	.21127	.029	-.8842	-.0491
	5	.30000	.21127	.158	-.1175	.7175
3	1	.53369*	.20956	.012	.1195	.9478
	2	.44480*	.20956	.035	.0306	.8590
	4	-.02186	.20956	.917	-.4360	.3923
	5	.74480*	.20956	.001	.3306	1.1590
	1	.55556*	.21127	.009	.1380	.9731
4	2	.46667*	.21127	.029	.0491	.8842
	3	.02186	.20956	.917	-.3923	.4360
	5	.76667*	.21127	.000	.3491	1.1842
	1	-.21111	.21127	.319	-.6286	.2064
5	2	-.30000	.21127	.158	-.7175	.1175
	3	-.74480*	.20956	.001	-1.1590	-.3306
	4	-.76667*	.21127	.000	-1.1842	-.3491

*. The mean difference is significant at the 0.05 level.

Variance in Abrand across age groups : Cars
 SW- Swift, Ind-Indigo, Santro, wag-Wagon R, i10

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Abrand SW	Between Groups	4.155	4	1.039	1.272	.284
	Within Groups	120.838	148	.816		
	Total	124.993	152			
Abrand Ind	Between Groups	28.822	4	7.206	11.395	.000
	Within Groups	93.585	148	.632		
	Total	122.407	152			
Abrand Santro	Between Groups	7.531	4	1.883	2.243	.067
	Within Groups	124.235	148	.839		
	Total	131.766	152			
Abrand wag	Between Groups	2.056	4	.514	.580	.677
	Within Groups	131.068	148	.886		
	Total	133.124	152			
Abrand i10	Between Groups	4.122	4	1.031	.992	.414
	Within Groups	153.792	148	1.039		
	Total	157.914	152			

Post Hoc Tests

Multiple Comparisons

Indigo

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.00860	.20365	.966	-.3938	.4110
	3	-.12903	.20198	.524	-.5282	.2701
	4	.64194	.20365	.002	.2395	1.0444
	5	.97849	.20198	.000	.5794	1.3776
2	1	-.00860	.20365	.966	-.4110	.3938
	3	-.13763	.20365	.500	-.5401	.2648

	4	.63333*	.20532	.002	.2276	1.0391
	5	.96989*	.20365	.000	.5674	1.3723
3	1	.12903	.20198	.524	-.2701	.5282
	2	.13763	.20365	.500	-.2648	.5401
	4	.77097*	.20365	.000	.3685	1.1734
	5	1.10753*	.20198	.000	.7084	1.5067
4	1	-.64194*	.20365	.002	-1.0444	-.2395
	2	-.63333*	.20532	.002	-1.0391	-.2276
	3	-.77097*	.20365	.000	-1.1734	-.3685
	5	.33656	.20365	.101	-.0659	.7390
5	1	-.97849*	.20198	.000	-1.3776	-.5794
	2	-.96989*	.20365	.000	-1.3723	-.5674
	3	-1.10753*	.20198	.000	-1.5067	-.7084
	4	-.33656	.20365	.101	-.7390	.0659

*. The mean difference is significant at the 0.05 level.

Variance in Abrand across age groups : Mobile Handsets Nokia, Samsung, LG, Moto-Motorola, Sony

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Nokia	Between Groups	.252	4	.063	.217	.929
	Within Groups	42.382	146	.290		
	Total	42.634	150			
samsung	Between Groups	3.382	4	.845	1.329	.262
	Within Groups	92.879	146	.636		
	Total	96.260	150			
LG	Between Groups	1.765	4	.441	.941	.442
	Within Groups	68.445	146	.469		
	Total	70.210	150			
Moto	Between Groups	.160	4	.040	.155	.960
	Within Groups	37.688	146	.258		
	Total	37.848	150			

SONY	Between Groups	11.001	4	2.750	2.875	.025
	Within Groups	139.652	146	.957		
	Total	150.653	150			

Multiple Comparisons

SONY

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.65556*	.25252	.010	.1565	1.1546
	3	.78961*	.25048	.002	.2946	1.2846
	4	.50000*	.25252	.050	.0009	.9991
	5	.57778*	.25252	.024	.0787	1.0769
2	1	-.65556*	.25252	.010	-1.1546	-.1565
	3	.13405	.25048	.593	-.3610	.6291
	4	-.15556	.25252	.539	-.6546	.3435
	5	-.07778	.25252	.759	-.5769	.4213
3	1	-.78961*	.25048	.002	-1.2846	-.2946
	2	-.13405	.25048	.593	-.6291	.3610
	4	-.28961	.25048	.249	-.7846	.2054
	5	-.21183	.25048	.399	-.7069	.2832
4	1	-.50000*	.25252	.050	-.9991	-.0009
	2	.15556	.25252	.539	-.3435	.6546
	3	.28961	.25048	.249	-.2054	.7846
	5	.07778	.25252	.759	-.4213	.5769
5	1	-.57778*	.25252	.024	-1.0769	-.0787
	2	.07778	.25252	.759	-.4213	.5769
	3	.21183	.25048	.399	-.2832	.7069
	4	-.07778	.25252	.759	-.5769	.4213

*. The mean difference is significant at the 0.05 level.

Annexure- 9

Variance in Closeness of Association with Brand

Variation in closeness of association with brand across age groups: Biscuits

PG- Parle G, SF-Sunfeast Glucose, BM- Britannia Marie, Mil- Milano, FF- 50-50

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PG	Between Groups	4.614	4	1.154	1.237	.298
	Within Groups	138.951	149	.933		
	Total	143.565	153			
SF	Between Groups	5.262	4	1.315	1.652	.164
	Within Groups	118.641	149	.796		
	Total	123.903	153			
BM	Between Groups	2.291	4	.573	.624	.646
	Within Groups	136.748	149	.918		
	Total	139.039	153			
Mil	Between Groups	14.336	4	3.584	2.477	.047
	Within Groups	215.560	149	1.447		
	Total	229.896	153			
FF	Between Groups	3.995	4	.999	.749	.560
	Within Groups	198.628	149	1.333		
	Total	202.623	153			

Post Hoc Tests

Multiple Comparisons

Milano

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.452	.306	.141	-1.06	.15
	3	-.871	.306	.005	-1.47	-.27

	4	-.749*	.308	.016	-1.36	-.14
	5	-.387	.306	.207	-.99	.22
2	1	.452	.306	.141	-.15	1.06
	3	-.419	.306	.172	-1.02	.18
	4	-.298	.308	.335	-.91	.31
	5	.065	.306	.833	-.54	.67
3	1	.871*	.306	.005	.27	1.47
	2	.419	.306	.172	-.18	1.02
	4	.122	.308	.694	-.49	.73
	5	.484	.306	.115	-.12	1.09
4	1	.749*	.308	.016	.14	1.36
	2	.298	.308	.335	-.31	.91
	3	-.122	.308	.694	-.73	.49
	5	.362	.308	.241	-.25	.97
5	1	.387	.306	.207	-.22	.99
	2	-.065	.306	.833	-.67	.54
	3	-.484	.306	.115	-1.09	.12
	4	-.362	.308	.241	-.97	.25

*. The mean difference is significant at the 0.05 level.

Variation in closeness of association with brand across age groups: Cars

SW- Swift, Ind-Indigo, Santro, wag-Wagon R, i10

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Sw	Between Groups	6.116	4	1.529	1.971	.102
	Within Groups	114.799	148	.776		
	Total	120.915	152			
-Ind	Between Groups	32.921	4	8.230	11.276	.000
	Within Groups	108.020	148	.730		
	Total	140.941	152			
San	Between Groups	11.105	4	2.776	3.064	.018

	Within Groups	134.124	148	.906		
	Total	145.229	152			
Wag	Between Groups	2.248	4	.562	.496	.738
	Within Groups	167.517	148	1.132		
	Total	169.765	152			
l10	Between Groups	3.814	4	.954	.766	.549
	Within Groups	184.303	148	1.245		
	Total	188.118	152			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Indigo	1	2	-.075	.219	.731	-.51	.36
		3	-.290	.217	.183	-.72	.14
		4	.625*	.219	.005	.19	1.06
		5	.935*	.217	.000	.51	1.36
	2	1	.075	.219	.731	-.36	.51
		3	-.215	.219	.327	-.65	.22
		4	.700*	.221	.002	.26	1.14
		5	1.011*	.219	.000	.58	1.44
	3	1	.290	.217	.183	-.14	.72
		2	.215	.219	.327	-.22	.65
		4	.915*	.219	.000	.48	1.35
		5	1.226*	.217	.000	.80	1.65
	4	1	-.625*	.219	.005	-1.06	-.19
		2	-.700*	.221	.002	-1.14	-.26
		3	-.915*	.219	.000	-1.35	-.48
		5	.311	.219	.158	-.12	.74
	5	1	-.935*	.217	.000	-1.36	-.51

		2	-1.011*	.219	.000	-1.44	-.58
		3	-1.226*	.217	.000	-1.65	-.80
		4	-.311	.219	.158	-.74	.12
Santro	1	2	-.012	.244	.961	-.49	.47
		3	-.452	.242	.064	-.93	.03
		4	-.712*	.244	.004	-1.19	-.23
		5	-.258	.242	.288	-.74	.22
	2	1	.012	.244	.961	-.47	.49
		3	-.440	.244	.073	-.92	.04
		4	-.700*	.246	.005	-1.19	-.21
		5	-.246	.244	.314	-.73	.24
	3	1	.452	.242	.064	-.03	.93
		2	.440	.244	.073	-.04	.92
		4	-.260	.244	.288	-.74	.22
		5	.194	.242	.425	-.28	.67
	4	1	.712*	.244	.004	.23	1.19
		2	.700*	.246	.005	.21	1.19
		3	.260	.244	.288	-.22	.74
		5	.454	.244	.065	-.03	.94
5	1	.258	.242	.288	-.22	.74	
	2	.246	.244	.314	-.24	.73	
	3	-.194	.242	.425	-.67	.28	
	4	-.454	.244	.065	-.94	.03	

*. The mean difference is significant at the 0.05 level.

Variation in closeness of association with brand across age groups: Mobiles

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Nokia	Between Groups	.171	4	.043	.353	.842
	Within Groups	17.710	146	.121		
	Total	17.881	150			

Samsung	Between Groups	.303	4	.076	.109	.979
	Within Groups	101.194	146	.693		
	Total	101.497	150			
LG	Between Groups	2.576	4	.644	.785	.537
	Within Groups	119.742	146	.820		
	Total	122.318	150			
Motorola	Between Groups	6.579	4	1.645	.986	.417
	Within Groups	243.619	146	1.669		
	Total	250.199	150			
Sony	Between Groups	17.751	4	4.438	2.483	.046
	Within Groups	260.951	146	1.787		
	Total	278.702	150			

Post Hoc Tests

Multiple Comparisons

Sony

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.733*	.345	.035	.05	1.42
	3	.604	.342	.080	-.07	1.28
	4	.933*	.345	.008	.25	1.62
	5	.933*	.345	.008	.25	1.62
2	1	-.733*	.345	.035	-1.42	-.05
	3	-.129	.342	.707	-.81	.55
	4	.200	.345	.563	-.48	.88
	5	.200	.345	.563	-.48	.88
3	1	-.604	.342	.080	-1.28	.07
	2	.129	.342	.707	-.55	.81
	4	.329	.342	.338	-.35	1.01
	5	.329	.342	.338	-.35	1.01
4	1	-.933*	.345	.008	-1.62	-.25

	2	-.200	.345	.563	-.88	.48
	3	-.329	.342	.338	-1.01	.35
	5	.000	.345	1.000	-.68	.68
5	1	-.933*	.345	.008	-1.62	-.25
	2	-.200	.345	.563	-.88	.48
	3	-.329	.342	.338	-1.01	.35
	4	.000	.345	1.000	-.68	.68

*. The mean difference is significant at the 0.05 level.

Annexure- 10

Variance in Purchase Intention

Variance in Purchase Intention across age groups for Biscuit Brands

PG- Parle G, SF-Sunfeast Glucose, BM- Britannia Marie, Mil- Milano, FF- 50-50

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PG	Between Groups	2.895	4	.724	.725	.576
	Within Groups	148.644	149	.998		
	Total	151.539	153			
SF	Between Groups	2.304	4	.576	.630	.642
	Within Groups	136.189	149	.914		
	Total	138.494	153			
BM	Between Groups	3.241	4	.810	.789	.534
	Within Groups	152.915	149	1.026		
	Total	156.156	153			
Mil	Between Groups	24.224	4	6.056	3.917	.005
	Within Groups	230.399	149	1.546		
	Total	254.623	153			
FF	Between Groups	5.554	4	1.389	.973	.424
	Within Groups	212.705	149	1.428		
	Total	218.260	153			

Post Hoc Test for Milano PI

Multiple Comparisons

Milano

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-1.065*	.316	.001	-1.69	-.44
	3	-.935*	.316	.004	-1.56	-.31

	4		-.556	.318	.083	-1.19	.07
	5		-.290	.316	.359	-.91	.33
2	1		1.065*	.316	.001	.44	1.69
	3		.129	.316	.683	-.50	.75
	4		.509	.318	.112	-.12	1.14
	5		.774*	.316	.015	.15	1.40
3	1		.935*	.316	.004	.31	1.56
	2		-.129	.316	.683	-.75	.50
	4		.380	.318	.235	-.25	1.01
	5		.645*	.316	.043	.02	1.27
4	1		.556	.318	.083	-.07	1.19
	2		-.509	.318	.112	-1.14	.12
	3		-.380	.318	.235	-1.01	.25
	5		.266	.318	.406	-.36	.89
5	1		.290	.316	.359	-.33	.91
	2		-.774*	.316	.015	-1.40	-.15
	3		-.645*	.316	.043	-1.27	-.02
	4		-.266	.318	.406	-.89	.36

*. The mean difference is significant at the 0.05 level.

Variance in Purchase Intention across age groups for Soap Brands Lux, Cin- Cinthol, PRS- Pears, LB-Lifeboy, Dov-Dove

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Lux	Between Groups	2.134	4	.533	.690	.600
	Within Groups	112.794	146	.773		
	Total	114.927	150			
Cin	Between Groups	1.254	4	.314	.308	.872
	Within Groups	148.520	146	1.017		
	Total	149.775	150			
PRS	Between Groups	1.349	4	.337	.256	.905

	Within Groups	192.174	146	1.316		
	Total	193.523	150			
LB	Between Groups	3.279	4	.820	.827	.510
	Within Groups	144.708	146	.991		
	Total	147.987	150			
Dov	Between Groups	36.897	4	9.224	7.173	.000
	Within Groups	187.739	146	1.286		
	Total	224.636	150			

Multiple Comparisons

Dove

LSD

(I) Age (screen er 4)	(J) Age (screen er 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.400	.293	.174	-.98	.18
	3	-.360	.290	.217	-.93	.21
	4	-1.267*	.293	.000	-1.85	-.69
	5	.167	.293	.570	-.41	.75
2	1	.400	.293	.174	-.18	.98
	3	.040	.290	.891	-.53	.61
	4	-.867*	.293	.004	-1.45	-.29
	5	.567	.293	.055	-.01	1.15
3	1	.360	.290	.217	-.21	.93
	2	-.040	.290	.891	-.61	.53
	4	-.906*	.290	.002	-1.48	-.33
	5	.527	.290	.072	-.05	1.10
4	1	1.267*	.293	.000	.69	1.85
	2	.867*	.293	.004	.29	1.45
	3	.906*	.290	.002	.33	1.48
	5	1.433*	.293	.000	.85	2.01
5	1	-.167	.293	.570	-.75	.41

2	-.567	.293	.055	-1.15	.01
3	-.527	.290	.072	-1.10	.05
4	-1.433*	.293	.000	-2.01	-.85

*. The mean difference is significant at the 0.05 level.

Variance in Purchase Intention across age groups for Car Brands
 SW- Swift, Ind-Indigo, Santro, wag-Wagon R, i10

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SW	Between Groups	9.340	4	2.335	2.829	.027
	Within Groups	122.163	148	.825		
	Total	131.503	152			
Ind	Between Groups	25.613	4	6.403	8.315	.000
	Within Groups	113.969	148	.770		
	Total	139.582	152			
San	Between Groups	8.320	4	2.080	2.114	.082
	Within Groups	145.654	148	.984		
	Total	153.974	152			
Wag	Between Groups	2.973	4	.743	.683	.605
	Within Groups	161.040	148	1.088		
	Total	164.013	152			
i10	Between Groups	4.643	4	1.161	.861	.489
	Within Groups	199.474	148	1.348		
	Total	204.118	152			

Multiple Comparisons

LSD

Dependent Variable	(I) Age (screen 4)	(J) Age (screen 4)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SW	1	2	-.557*	.233	.018	-1.02	-.10

	3		-.548*	.231	.019	-1.00	-.09
	4		-.690*	.233	.004	-1.15	-.23
	5		-.613*	.231	.009	-1.07	-.16
2	1		.557*	.233	.018	.10	1.02
	3		.009	.233	.971	-.45	.47
	4		-.133	.235	.571	-.60	.33
	5		-.056	.233	.810	-.52	.40
3	1		.548*	.231	.019	.09	1.00
	2		-.009	.233	.971	-.47	.45
	4		-.142	.233	.543	-.60	.32
	5		-.065	.231	.780	-.52	.39
4	1		.690*	.233	.004	.23	1.15
	2		.133	.235	.571	-.33	.60
	3		.142	.233	.543	-.32	.60
	5		.077	.233	.740	-.38	.54
5	1		.613*	.231	.009	.16	1.07
	2		.056	.233	.810	-.40	.52
	3		.065	.231	.780	-.39	.52
	4		-.077	.233	.740	-.54	.38
Ind	1	2	-.072	.225	.749	-.52	.37
		3	-.226	.223	.313	-.67	.21
		4	.495*	.225	.029	.05	.94
		5	.871*	.223	.000	.43	1.31
2	1		.072	.225	.749	-.37	.52
		3	-.154	.225	.495	-.60	.29
		4	.567*	.227	.013	.12	1.01
		5	.943*	.225	.000	.50	1.39
3	1		.226	.223	.313	-.21	.67
		2	.154	.225	.495	-.29	.60
		4	.720*	.225	.002	.28	1.16
		5	1.097*	.223	.000	.66	1.54

4	1	-.495*	.225	.029	-.94	-.05
	2	-.567*	.227	.013	-1.01	-.12
	3	-.720*	.225	.002	-1.16	-.28
	5	.376	.225	.096	-.07	.82
5	1	-.871*	.223	.000	-1.31	-.43
	2	-.943*	.225	.000	-1.39	-.50
	3	-1.097*	.223	.000	-1.54	-.66
	4	-.376	.225	.096	-.82	.07

*. The mean difference is significant at the 0.05 level.

10. What is your occupation (if main earner is self, ignore this question)

- | | | | | | |
|-----------------------------------|---|----------------------------|---|---------------|---|
| * Student | 1 | * Clerical & Support staff | 2 | * Homemaker | 3 |
| * Business | 4 | * Executive in a company | 5 | * Academician | 6 |
| * Any other (please specify)..... | | | | | 7 |

Main Questionnaire -Biscuits

I am giving you this magazine, It's a sample of a magazine we plan to launch for a domestic airline. I would like you to go through it. (Give about 5 to 10 minutes and take back the magazine)

1. What is your opinion about this magazine? Is it something you will like to read? **Record verbatim**
2. From this magazine, which article seemed interesting and why? **Record verbatim**
3. Do you remember any other article? **Record verbatim**

Now I will ask you some questions related to the ads in the magazine. Ads are also an important part of the magazine, so we want to spend some time to understand your reactions, likes and dislikes.

4. Do you remember seeing any ads while glancing through this magazine?

Yes 1 **CONTINUE** No 2 **GO TO Q.6**

5. If yes, which ones? Any other? **DO NOT PROMPT**

IF RESPONDENT MENTION ONLY THE PRODUCT LIKE BISCUITS OR MOBILE PHONES, ASK FOR THE BRAND ACROSS EACH PRODUCT. IF HE/SHE RECALL BOTH PRODUCT & BRAND CODE ACCORDINGLY (the surveyor should not tick A or B if only brand mentioned)

Biscuits A Mobiles B Cruise/Airline C Watch/Sweetner D Any other

Britannia	1	Nokia	1	-----	-----	-----
Parle	2	Motorola	2	-----	-----	-----
Sunfeast	3	Xfone	3	-----	-----	-----
Mast Krunch	4	Samsung	4	-----	-----	-----
-----	5	-----	5	-----	-----	-----

IF MAST KRUNCH MENTIONED CONTINUE FROM Q7

6. Do you remember seeing any ad for biscuit brands? RECALL ONE BY ONE AND ASK

* Biscuits : * Mast Krunch Yes 1 No 2

Mast Krunch ad

7. What do you remember about the Mast Krunch ad? Anything Else? RECORD VERBATIM AND CODE IN TABLE BELOW (MULTICODE POSSIBLE)

- | | | | |
|----------------------|---|-----------------------------------|---|
| * Biscuit pack | 1 | *Description of model (girl/lady) | 2 |
| * Cartoon/Caricature | 3 | *Tagline ("Fruit ka punch") | 4 |
| *Colours used | 5 | * Fruits | 6 |
| * Logo/ Brand Name | 7 | | |
| * any Other..... | 8 | | |

Please take a look at this particular ad. SHOW MAST KRUNCH AD AGAIN, ALLOW RESPONDENT TO LOOK AT IT FOR 2 MINUTES AND TAKE BACK THE MAGAZINE

8. Please tell me your opinion about this ad by giving a rating for the following. **SHOW CARD**
There is no right or wrong answer. Just select a point based on your opinion

- -3 indicates that you strongly agree with the descriptions on the left and +3 indicates that you strongly agree with the description on the right..
- -1 indicates that you agree slightly with the description on the left and +1 indicates that you agree slightly with the description on the right.
- 0 indicates that you are undecided or not clear.

Only circle one number per line. You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

1. Bad	-3	-2	-1	0	1	2	3	Good
2. Uninteresting	-3	-2	-1	0	1	2	3	Interesting

3. Dislike	-3	-2	-1	0	1	2	3	Like
4. Irritating	-3	-2	-1	0	1	2	3	Not Irritating

9. What do you like in the Mast krunch ad? **RECORD VERBATIM**

10. What do you not like in the Mast krunch ad? **RECORD VERBATIM**

Attitude towards brand

11. Please tell me your opinion about mast Krunch biscuits by giving a rating for the following. **SHOW CARD.** There is no right or wrong answer. Just select point based on your opinion

- -3 indicates that you strongly agree with the descriptions on the left and +3 indicates that you strongly agree with the description on the right..
- -1 indicates that you agree slightly with the description on the left and +1 indicates that you agree slightly with the description on the right.
- 0 indicates that you are undecided or not clear

Only circle one number per line. You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Unfavourable	-3	-2	-1	0	1	2	3	Favourable

12. Who do you think will like Mast Krunch biscuits? (MULTICODE POSSIBLE)

* Children	1	* Teenagers	2	* Young adults	3
* Middle aged people	4	* Older people	5	* Entire family	6

13. Just imagine for a moment that Mast Krunch stands before you as a human being. We normally have different feelings about people. With some people we feel very close while with others we do not feel very close. How close or distant do you personally feel from the brand as shown in the advertisement?

Very Distant	-3	-2	-1	0	1	2	3	Very Close
--------------	----	----	----	---	---	---	---	------------

14. Please see this card and indicate the probability of you buying mast krunch if available in the market

Not at all likely to buy-3 -2 -1 0 1 2 3 Very likely to buy

15. Thank you very much. You have been very helpful. One last question before I go. Can you tell me your thoughts about the purpose of this experiment. RECORD VERBATIM.

Main Questionnaire- Mobiles

I am giving you this magazine, It's a sample of a magazine we plan to launch for a domestic airline. I would like you to go through it. (Give about 5 to 10 minutes and take back the magazine)

16. What is your opinion about this magazine? Is it something you will like to read? **Record verbatim**

17. From this magazine, which article seemed interesting and why? **Record verbatim**

18. Do you remember any other article? **Record verbatim**

Now I will ask you some questions related to the ads in the magazine. Ads are also an important part of the magazine, so we want to spend some time to understand your reactions, likes and dislikes.

19. Do you remember seeing any ads while glancing through this magazine?

Yes 1 **CONTINUE** No 2 **GO TO Q.6**

20. If yes, which ones? Any other? **DO NOT PROMPT**

IF RESPONDENT MENTION ONLY THE PRODUCT LIKE BISCUITS OR MOBILE PHONES, ASK FOR THE BRAND ACROSS EACH PRODUCT. IF HE/SHE RECALL BOTH PRODUCT & BRAND CODE ACCORDINGLY

Biscuits	A	Mobiles	B	Cruise/Airline	C	Watch/Sweether	D	Any other
Britannia	1	Nokia	1	-----	-----	-----	-----	-----
Parle	2	Motorola	2	-----	-----	-----	-----	-----
Sunfeast	3	Xfone	3	-----	-----	-----	-----	-----
Mast Krunch	4	Samsung	4	-----	-----	-----	-----	-----
-----	5	-----	5	-----	-----	-----	-----	-----

IF XPHONE MENTIONED CONTINUE FROM Q7

21. Do you remember seeing any ad for ...mobile.. brands? **RECALL ONE BY ONE AND ASK**

* Mobiles : * Xfone Yes 1 No 2

xfone ad

22. What do you remember about the xfone ad? Anything Else? **RECORD VERBATIM AND CODE IN TABLE BELOW (DO NOT PROMPT (MULTICODE POSSIBLE))**

- | | | | |
|-------------------------------|---|--|---|
| * Mobile handset | 1 | * Description of the model (girl/lady/teenager...) | 2 |
| * Cartoon/Caricature | 3 | * Tagline(Don't follow a trend start one /Start Trend) | 4 |
| * Colours used (purple/white) | 5 | * Variants/features/accessories | 6 |
| * Logo/Brand Name | 7 | * any other..... | 8 |

Please take a look at this particular ad. SHOW xfone AD AGAIN, ALLOW RESPONDENT TO LOOK AT IT FOR 2 MINUTES AND TAKE BACK THE MAGAZINE

23. Please tell me your opinion about this ad by giving a rating for the following. **SHOW CARD**
There is no right or wrong answer. Just select point based on your opinion

- -3 indicates that you strongly agree with the descriptions on the left and +3 indicates that you strongly agree with the description on the right..
- -1 indicates that you agree slightly with the description on the left and +1 indicates that you agree slightly with the description on the right.
- 0 indicates that you are undecided or not clear

Only circle one number per line. You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

Bad	-3	-2	-1	0	1	2	3	Good
Uninteresting	-3	-2	-1	0	1	2	3	Interesting
Dislike	-3	-2	-1	0	1	2	3	Like
Irritating	-3	-2	-1	0	1	2	3	Not irritating

24. What do you like in the Xfone ad? **RECORD VERBATIM**

25. What do you not like in the Xfone ad? **RECORD VERBATIM**

Attitude towards brand

26. Please tell me your opinion about xfone mobile handsets by giving a rating for the following. **SHOW CARD**

There is no right or wrong answer. Just select point based on your opinion

- -3 indicates that you strongly agree with the descriptions on the left and +3 indicates that you strongly agree with the description on the right..
- -1 indicates that you agree slightly with the description on the left and +1 indicates that you agree slightly with the description on the right.
- 0 indicates that you are undecided or not clear

Only circle one number per line. You should not spend too much time thinking about each item. Your first/immediate reaction is what we want.

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Unfavourable	-3	-2	-1	0	1	2	3	Favourable

27. Who do you think will like Xfone mobiles? (MULTICODE POSSIBLE)

* Children	1	* Teenagers	2	* Young adults	3
* Middle aged people	4	* Older people	5	* entire family	6

28. Just imagine for a moment that Xfone stands before you as a human being. We normally have different feelings about people. Some feel that he is very close whereas others feel he is not very close. How close or distant do you personally feel from the brand as shown in the advertisement?

Very Distant	-3	-2	-1	0	1	2	3	Very Close
--------------	----	----	----	---	---	---	---	------------

29. Please see this card and indicate the probability of you buying xfone if available in the market

Not at all likely to buy	-3	-2	-1	0	1	2	3	Very likely to buy
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30. Thank you very much. You have been very helpful. One last question before I go. Can you tell me your thoughts about the purpose of this experiment. **RECORD VERBATIM.**

Annexure 12


Test Ads for Experimental Research





“ Mast Krrunch me hai
Har fruit ka punch”




*Isme hai : variety of shapes,
flavours and colours*



“ Mast Krrunch me hai
Har fruit ka punch”



*Isme hai : variety of shapes,
flavours and colours*



“ Mast Krrunch me hai
Har fruit ka punch”



**Mast Krrunch de asli
fruit ke solid punch!!**
**Yummy mango,
orange, strawberry,
banana and so much
more....**
**Mast Krrunch-
total masti... total fun!**

*Isme hai : variety of shapes,
flavours and colours*





**DON'T FOLLOW A TREND.
START ONE.**

*GSM/CDMA Variants
Upgradeable features
Optional accessories*

For details, visit www.xfone.co.in Or call 1800-655-6123




**DON'T FOLLOW A TREND.
START ONE.**


*GSM/CDMA Variants
Upgradeable features
Optional accessories*

For details, visit www.xfone.co.in Or call 1800-655-6123




**DON'T FOLLOW A TREND.
START ONE.**

Worried about messing up with the latest fashion? The Xfone is one accessory you cannot go wrong with. Being brought to you by Hukitsu, a leading Korean mobile phone brand, the Xfone is designed to complement your style perfectly. Loaded with exciting features, it will be available in GSM as well as CDMA variants. The handset will come with upgradeable features and a variety of optional accessories to go with it. Be assured to create a lasting impression each time you step out with it.



For details, visit www.xfone.co.in Or call 1800-655-6123



Annexure- 13

Variance in Brand Recall- Experimental Research

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

Picture Cue: Chi-Square Test for Biscuit Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	12	14.9	-2.9
2	7	14.2	-7.2
3	22	17.0	5.0
4	16	16.3	-.3
5	21	15.6	5.4
Total	78		

Test Statistics

	AGE
Chi-Square	7.532
df	4
Asymp. Sig.	.110

Picture Cue: Chi-Square Test for Mobile Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	11	10.5	.5
2	10	10.5	-.5
3	19	13.5	5.5
4	12	10.5	1.5
5	3	10.0	-7.0
Total	55		

Test Statistics

	AGE
Chi-Square	7.403
df	4
Asymp. Sig.	.116

Caricature Cue: Chi-Square Test for Biscuit Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	13	11.5	1.5
2	11	11.5	-.5
3	17	14.7	2.3
4	12	11.5	.5
5	7	10.9	-3.9
Total	60		

Test Statistics

	AGE
Chi-Square	2.004
df	4
Asymp. Sig.	.735

Caricature Cue: Chi-Square Test for Mobile Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	8	14.6	-6.6
2	22	17.5	4.5
3	23	19.7	3.3
4	10	14.6	-4.6
5	18	14.6	3.4
Total	81		

Test Statistics

	AGE
Chi-Square	6.922
df	4
Asymp. Sig.	.140

Product information Cue: Chi-Square Test for Biscuit Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	7	14.6	-7.6
2	22	17.5	4.5
3	23	19.7	3.3
4	10	14.6	-4.6
5	19	14.6	4.4
Total	81		

Test Statistics

	AGE
Chi-Square	8.429 ^a
df	4
Asymp. Sig.	.077

Product information Cue: Chi-Square Test for Mobile Brand Recall

Frequencies

AGE	Observed N	Expected N	Residual
1	10	14.5	-4.5
2	7	13.8	-6.8
3	22	16.6	5.4
4	17	15.9	1.1
5	20	15.2	4.8
Total	76		

Test Statistics

	AGE
Chi-Square	8.129 ^a
Df	4
Asymp. Sig.	.087

Annexure- 14

Variance in Aad- Experimental Research

Reliability Test (in SPSS @95% significance level)

Scale: Aad

Case Processing Summary

		N	%
Cases	Valid	661	99.8
	Excluded ^a	1	.2
	Total	662	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.946	5

Variance Analysis (PRISM)

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

**Picture Cue- Biscuit ad
Kruskal-Wallis test**

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)?	Yes
Number of groups	5
Kruskal-Wallis statistic	26.56

Summary Stats

	age1	age2	age3	age4	age5
Mean	137.2	76.2	140.2	88.07	151.7

Picture Cue- Mobile handset ad

Kruskal-Wallis test	
P value	0.0003
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	20.82

Summary Stats					
	age1	age2	age3	age4	age5
Mean	149	120.8	89.96	74.07	76.35

Caricature Cue- Biscuit Brand

Kruskal-Wallis test	
P value	0.0365
Exact or approximate P value?	Gaussian Approximation
P value summary	*
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	10.24

Summary Stats	age1	age2	age3	age4	age5
Mean	142	116.6	87.06	95.86	108.9

Caricature Cue- Mobile Brand

Kruskal-Wallis test	
P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	32.32

Summary Stats

	age1	age2	age3	age4	age5
Mean	161.3	77.17	92.5	91.15	158

Product Information Cue- Biscuit Brand**Kruskal-Wallis test**

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	37.12

Summary Stats

	age1	age2	age3	age4	age5
Mean	141.3	52.56	60.5	78.9	124.2

Product information cue- Mobile brand**Kruskal-Wallis test**

P value	0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	23

Summary Stats

	age1	age2	age3	age4	age5
Mean	148	99.23	159.9	102.6	157.2

Annexure- 15

Variance in Abrand and Closeness of Association with brand- Experimental Research

Abrand Reliability Test (in SPSS @95% sig level)

Scale: Abrand

Case Processing Summary

		N	%
Cases	Valid	662	100.0
	Excluded ^a	0	.0
	Total	662	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.960	4

Variance Analysis

(age1, age2, age3, age4 and age5 refer to tweenagers, teenagers, youth, young adults and adults respectively)

Picture Cue: Biscuit

Kruskal-Wallis test

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	25.58

Summary Stats

	age1	age2	age3	age4	age5
Mean	135.8	68.2	138.9	91.35	148.5

Picture Cue- Mobile

Kruskal-Wallis test

P value	0.0004
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	20.75

Summary Stats

	age1	age2	age3	age4	age5
Mean	145.4	111.5	109.5	85.12	62.58

Caricature Cue: Biscuit Ad

Kruskal-Wallis test

P value	0.0095
Exact or approximate P value?	Gaussian Approximation
P value summary	**
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	13.4

Summary Stats

	age1	age2	age3	age4	age5
Mean	141.9	130.2	83.04	92.79	106.9

Caricature Cue: Mobile

Kruskal-Wallis test

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	37.87

Summary Stats

	age1	age2	age3	age4	age5
Mean	162	71.77	91.26	90.55	162.6

Product Information Cue: Biscuit Brand

Kruskal-Wallis test

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	50.27

Summary Stats

	age1	age2	age3	age4	age5
Mean	148.1	49.94	49.31	98.65	133.4

Product Information Cue: Mobile Brand

Kruskal-Wallis test

P value	0.0006
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	19.75

summary stats

	age1	age2	age3	age4	age5
Mean	129.8	106.8	157.9	103.7	152.9

Closeness of Association with Brand

Picture Cue: Biscuit Brand

Kruskal-Wallis test

P value	0.0006
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	19.45

Summary Stats

	age1	age2	age3	age4	age5
Mean	144	82.75	147	104.6	151.3

Picture Cue: Mobile Brand

Kruskal-Wallis test

P value	0.053
Exact or approximate P value?	Gaussian Approximation
P value summary	ns
Do the medians vary signif. (P < 0.05)	No
Number of groups	5
Kruskal-Wallis statistic	9.345

Summary Stats

	age1	age2	age3	age4	age5
Mean	119.5	105.1	91.35	79.07	76.18

Caricature Cue: Biscuit Brand

Kruskal-Wallis test

P value	0.0087
Exact or approximate P value?	Gaussian Approximation
P value summary	**
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	13.59

Summary Stats

	age1	age2	age3	age4	age5
Mean	126.4	126.6	77.78	77.36	107.1

Caricature Cue: Mobile Ad

Kruskal-Wallis test

P value	0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	23.07

Summary Stats

	age1	age2	age3	age4	age5
Mean	149	105.9	105	81.13	149.1

Product Information Cue: Biscuit Brand

Kruskal-Wallis test	
P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	32.82

Summary Stats

	age1	age2	age3	age4	age5
Mean	143.3	67.19	64.52	92.9	126.5

Product Information Cue: Mobile Brand**Kruskal-Wallis test**

P value	0.1187
Exact or approximate P value?	Gaussian Approximation
P value summary	ns
Do the medians vary signif. (P < 0.05)	No
Number of groups	5
Kruskal-Wallis statistic	7.346

Summary Stats

	age1	age2	age3	age4	age5
Mean	120.1	92.13	109	109.1	126.3

Annexure- 16

Variance in PI - Experimental Research

Picture Cue- Biscuit Brand

Kruskal-Wallis test

P value	0.0011
Exact or approximate P value?	Gaussian Approximation
P value summary	**
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	18.25

Summary Stats

	age1	age2	age3	age4	age5
Mean	68.9	44.5	76.56	47.48	77.25

Picture Cue- Mobile Brand

Kruskal-Wallis test

P value	0.129
Exact or approximate P value?	Gaussian Approximation
P value summary	Ns
Do the medians vary signif. (P < 0.05)	No
Number of groups	5
Kruskal-Wallis statistic	7.134

Summary Stats

	age1	age2	age3	age4	age5
Mean	142.7	161.1	175.8	160.5	142.3

Caricature Cue: Biscuit Brand

Kruskal-Wallis test	
P value	0.0134
Exact or approximate P value?	Gaussian Approximation
P value summary	*
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	12.61

Summary Stats

	age1	age2	age3	age4	age5
Mean	77	67.9	49.43	51.4	74.05

Caricature Cue: Mobile Brand

Kruskal-Wallis test

P value	0.0011
Exact or approximate P value?	Gaussian Approximation
P value summary	**
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	18.31

Summary Stats

	age1	age2	age3	age4	age5
Mean	153.4	157.1	163.8	128.8	187.9

Picture Information Cue: Biscuit Brand

Kruskal-Wallis test

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	27.74

Summary Stats

	age1	age2	age3	age4	age5
Mean	87.4	47.23	38.61	51.65	70.3

**Product Information Cue: Mobile brand
Kruskal-Wallis
test**

P value	< 0.0001
Exact or approximate P value?	Gaussian Approximation
P value summary	***
Do the medians vary signif. (P < 0.05)	Yes
Number of groups	5
Kruskal-Wallis statistic	27.32

Summary Stats

	age1	age2	age3	age4	age5
Mean	151.2	146	188.1	159.1	177.3

List of Publications and Presentations

Publications

1. Sharma, Ruppal Walia and Dasgupta, Pinaki (2011), "Impact of Model Imagery and Product Information on Brand Attitude and Purchase Intention across Age Groups," *Journal of Marketing Trends*, Vol.1, May, pp. 71-77.
2. Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Marketing to Children: a planning framework", *Young Consumers*, Vol. 10 No. 3, pp. 180-187.
3. Sharma, Ruppal Walia (2009), "Rekindling Brand Growth: 3 Brand Stories" ECCH, case ref no. 509-080-1
4. Sharma, Ruppal Walia (2009), " Rekindling Brand Growth: 3 Brand Stories Teaching Note", ECCH, Case Ref No 509-080-8.
5. Book (co-edited): "Case Studies in Marketing Effectiveness" published by SPJIMR, Mumbai, 2005.

Paper Presentations

1. Sharma, Ruppal Walia (2011), "A study of variance in Attitude towards Ad across tweenagers to adults", 4th IIMA Conference on Marketing in Emerging Economies, Ahmedabad, 5-7 January.
2. Sharma, Ruppal Walia and Dasgupta, Pinaki (2010), "Impact of communication cues on Brand Attitude and Association with Brand across Age groups: an experimental analysis," presented at the 9th International Marketing Trends Conference, Venice, 21-23 January.
3. Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Country of Origin Branding Approach: The story of the Indian Tiger Prawn", Eleventh International Business Horizon Conference- INBUSH 2009, Noida, 25th -27th February.
4. Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2008), "Enhancing Indian Tiger Prawn Exports: A branding approach," presented at the Conference on Empirical Issues in International Trade and Finance, Indian Institute of Foreign Trade, Kolkata, 23-24 December.

Brief Biography of Candidate

Ruppal Walia

Ruppal Walia (MBA, IIFT), is an Associate Professor of Marketing, at the Indian Institute of Foreign Trade, New Delhi. Her areas of specialization include Brand Management, Marketing Communications and Strategic Marketing. She has spent close to eight years in the corporate sector and another nine years in academics. Prior to IIFT she was a faculty at the S. P. Jain Institute of Management & Research, Mumbai. During her corporate stint, she has worked in marketing and brand management profiles with the United Breweries Group, Caltex Lubricants, and Avon Beauty Products India Ltd. Her research and publications are largely in the area of Brand Management.

Ruppal Walia has designed and conducted various Management Development Programmes for middle to senior level managers in organisations like Castrol, Indian Oil Corporation, Tata Chemicals, Glaxo Smithkline, and Pfizer among others. She also undertakes consultancy assignments for industry and was on the advisory board of The Shop for Change Company which was set up to promote Fair Trade in India.

Publications

- Sharma, Ruppal Walia and Dasgupta, Pinaki (2011), "Impact of Model Imagery and Product Information on Brand Attitude and Purchase Intention across Age Groups," Journal of Marketing Trends, Vol.1, May, pp. 71-77.
- Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Marketing to Children: a planning framework", Young Consumers, Vol. 10 No. 3, pp. 180-187.
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- Sharma, Ruppal Walia (2011), "A study of variance in Attitude towards Ad across tweenagers to adults", 4th IIMA Conference on Marketing in Emerging Economies, Ahmedabad, 5-7 January.
- Sharma, Ruppal Walia and Dasgupta, Pinaki (2010), "Impact of communication cues on Brand Attitude and Association with Brand across Age groups: an experimental analysis," presented at the 9th International Marketing Trends Conference, Venice, 21-23 January.
- Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2009), "Country of Origin Branding Approach: The story of the Indian Tiger Prawn", Eleventh International Business Horizon Conference- INBUSH 2009, Noida, 25th -27th February.
- Udgata, Jita, Sharma, Ruppal Walia and Dasgupta, Pinaki (2008), "Enhancing Indian Tiger Prawn Exports: A branding approach," presented at the Conference on Empirical Issues in International Trade and Finance, Indian Institute of Foreign Trade, Kolkata, 23-24 December.

Brief Biography of Supervisor

Dr. Pinaki Dasgupta

Dr. Pinaki Dasgupta, a PhD from Banaras Hindu University (1999-2000), is an Associate Professor (Marketing) at the Indian Institute of Foreign Trade (IIFT), New Delhi. He has been teaching since 2000 at IIFT. Prior to this, he was in the corporate sector and worked in the field of Advertising and Marketing for more than 8 years, at Rediffusion DY&R and Mudra Communication. His research interests include Strategy, Brand, Consumer Behaviour, International Business, Country-Market Competitiveness in the functional area and Technology (Start-ups) (Auto Component, Textiles), Wine & Spirits, Beer, Handicrafts, SME (Start-ups), Telecom and Pharmaceuticals as the domain focus. His research extensively covers Africa especially Southern & Eastern Africa.

Published/accepted for publications in Journals (Recent)

- Gupta, Anupama and Dasgupta, Pinaki, (2012) "Association between Sourcing Issues and Logistics Performance Variables in Apparel Exports: An Empirical Analysis of Sourcing Intermediaries", IIFT Working Paper Series (Issue date to be intimated)
- De, Debdeep and Dasgupta, Pinaki, (2012), "Changing Facets of FDI and Conceptual Issues in Internationalization" Journal of Modern Accounting and Auditing (Issue date to be intimated).
- Dasgupta, Pinaki, (2011), "Implications of Revenue Model for Social Networking Sites and Beyond", IIFT Working Paper Series, No. MA-11-08
- Sharma, Ruppal Walia and Dasgupta, Pinaki, (2011) "Impact of Model Imagery and Product Information on Brand Attitude and Purchase Intention across Age Groups," Journal of Marketing Trends, Vol.1, May, pp. 71-77.
- Sharma, Ruppal Walia and Dasgupta, Pinaki, (2009), "Marketing to Children: A Planning Framework"; International Journal of Young Consumers, Vol. 10 No. 3.
- Kakiziba, Gozbert and Dasgupta, Pinaki, (2008) "Marketing Communications: How Strategic Advertising Enhances Good Customer Relations and Assures Brand Loyalty –

The Case of Celtel, Tanzania”, KCA Journal of Business Management: Vol 1 No.1; ISSN: 2071-2162.

Submitted to Journals

- Banerji, Saikat and Dasgupta, Pinaki, “Cluster approach to branding” A study of selected clusters”, submitted to Journal of Marketing Research (awaited)

Books/Chapters in Books:

- Consumer Behavior by Wayne D. Hoyer University of Texas at Austin, Deborah J. MacInnis University of Southern California, Pinaki Dasgupta, Indian Institute of Foreign Trade, Biztantra Publishing 2007, 4th Edition (Indian Adaptation)
- Contributed papers in an edited book titled, “International Business”, edited by Dr. Ravi Shanker and S.K. Verma, IIFT publication, 2005.

Case studies:

- Social media marketing at Reebok India- The dilemma of ROMI and beyond- Jones Mathew and Pinaki Dasgupta (Under active review with Emerald Emerging Market Case Studies)
- Airtel: The Economics of Marketing: Aditya Vikram Birla Centre, London Business School

Research Projects undertaken (IIFT):

- Review of the Export Promotion Council: Audit of the 17 Export Promotion Councils (EPC) and revisit mandate of the EPC’s for possible revisions in light of the changing business environment and India’s Foreign Trade Policy. A project of the Ministry of Commerce, (April-October 2009)
- Technology Branding in SME’s: For the DSIT on behalf of CITT: (October 2007-August 2008)
- Terminal Evaluation of the export promotion schemes of the Development Commissioner (Handicraft), Ministry of Textiles. (2006). (May 2006-February 2007)

- Marketing Audit of the India International Trade Fair-2003 (IITF), a study sponsored by the India Trade Promotion Organisation (ITPO). (November 2003-April 2004)
- Mid term Evaluation of the export promotion schemes for the Development Commissioner(Handicraft), Ministry of Textiles. (May 2003-March 2004)
- Marketing Audit of the India International Trade Fair-2002 (IITF), a study sponsored by the India Trade Promotion Organisation (ITPO). The study involved auditing of IITF 2002 and based on primary study suggestions for improvement in future IITF. (November 2002-March 2003)
- Study on the Management Education Patterns in the Indian Ocean Rim (IOR) countries as a part of the project sponsored by the IORAG, a study which involved studying management education patterns in the 19 IOR countries, namely Australia, Bangladesh, Indonesia, India, Iran, Kenya, Madagascar, Malaysia, Mauritius, Mozambique, Oman, Seychelles, Singapore, South Africa, Sri Lanka, Tanzania, Thailand, UAE and Yemen. (January-March 2002)
- Study on the Establishment of Warehousing Facilities in Southern Africa: A study sponsored by the Ministry of Commerce (MOC), which involved feasibility study for a proposed warehouse to be set up by the MOC in Durban, Johannesburg or Windhoek. The project involved field visits in the destination countries namely Durban, Johannesburg and Windhoek (Namibia) and in-country desk research and field study in New Delhi and Mumbai. (January-December 2001)
- Study on the Export Potential of Table Egg in Dubai and Kuwait: A NECC/MOC sponsored project, which involved field visits to the cities of Dubai and Kuwait to assess the export potential of Table egg. The study also involved in-country research in the egg-exporting belts of Hyderabad and Pune to assess the domestic scenario.(July-December 2000)

Research Projects undertaken (personal):

- Trade Networking Among Cooperatives: Structural Options for International Cooperative Alliance (ICA)- Geneva. A proposed organizational structure for the regional ICA liaison office to be set up in India, preliminary discussion of which was held in Teheran. (October 2006 and July 2007)

- Serengeti Breweries Limited: Market Segmentation and Positioning strategy for the Beverage (Beer) Market in Tanzania (February-August 2009)
- Diageo Africa: Market Segmentation and Positioning strategy for the Wine and Spirits Market in Tanzania (July 2010)
- Apparel Export Promotion Council: Product Development and Marketing strategy framework for 7 select products of AEPC (August 2010-February 2011)
- Fimotech: India-Italy-FDI Strategies: Assessing Green Field Investments and the process of firm Internationalization Strategy, (May 2008- June 2011)
- Three months project titled, “Bilateral Investment Flows & Potential Opportunities in Select South Asian Countries” for IFC (World Bank), June-August 2011