WORK PLAN AND METHODOLOGY

The present study is an empirical study just to identify the present cultural changes and the impact advertising has created on our consumers with reference to Mumbai zone. The study area is featured by a good number of men and women who are influenced by the different variations in advertising and change their buying pattern due to this reason. Besides, the study area is featured with all the facilities that are needed for understanding the impact advertising has.

RESEARCH DESIGN:
The research design for the study is descriptive in nature. The researchers depended heavily on primary data. The required data will be collected from the consumers living in Mumbai during the period 2012 through a Structured Questionnaire. The study is based on personal interviews of household heads, using a structured questionnaire.

SOURCES OF DATA:
The data collected were through primary data like questionnaires, personal Interviews, content analysis and through secondary data.

ANALYSIS OF DATA:
The present study identifies the various ways the people are affected with the change in advertising trends. Data collected through questionnaire will be tabulated using Excel and SPSS software, interpretation of data will be based on tabulation and analysis. Statistical methods will be used for data analysis. Such as Mean, percentage, standard deviation, correlation and regression etc. The hypothesis will be tested with the help of statistical technique, such as CHI-square test etc. and the data will presented with the help of graphs and diagrams etc. The conclusion will be drawn on the basis of data analysis. The data will be collected by distribution of a close ended questionnaire. Special efforts are made to obtain representation of all, who have been influenced by various as also of livelihood of different households. The data has been analyzed using simple statistical tools and to access the significance/association between dependent variables, chi-square test is used which are processed by statistical software.
SAMPLING DESIGN:
Random sampling and cluster sampling has been taken to determine the sampling design as the total area of interest happens to be a big one and the convenient way in which a sample can be taken is by dividing the area into a number of non overlapping areas.

SAMPLING SIZE AND PROCEDURE:
The questionnaire approach will be used for the collection of data. In this study, the primary data will be collected from 300 people in Mumbai city. Questionnaire will be distributed through online platform through social networking websites and offline platform through various sections of people. Questionnaires will be hand delivered to many people while personal interviews will also be taken to ensure a degree of objectivity in the survey data, selected age group and consumers will be personally interviewed to verify the accuracy of the self reported data. The responses will be received from those investors who wished to contribute to research willingly.

QUESTIONNAIRE CONSTITUENTS:
The questionnaire is divided into three parts:
In the first part, the personal detail factors of the consumers will be recorded primarily for their classification. The second part of the questionnaire will be related to Perceptions of trends in Advertisements of consumers. The final part of the questionnaire will be related to the behavioral details, which recorded the consumers reaction to the various products given in the questionnaire.

RESEARCH TECHNIQUES:
To achieve this ANOVA Method is used where it was needed to state the null and alternative hypotheses. The main tool used was a questionnaire with a set of questions that has the purpose to gather the needed data.
CHI SQUARE test was also used for testing the relationship between age and behavior of consumers to the various information and variables.