

RESEARCH METHODOLOGY
SURVEY REPORTS' Year 2019



**THE INFLUENCE
OF MEDIA AND
ADVERTISEMENT
ON CONSUMERS'
BUYING
BEHAVIOR**

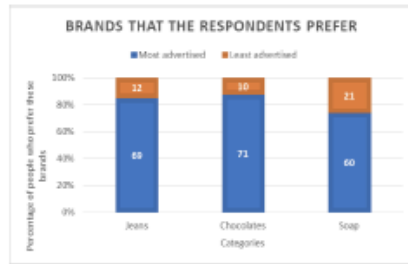
A Survey Report

**SUBMITTED TO -
DR. RICHA MISRA
DR. VAGISHA RAWAL**

**SUBMITTED BY -
ANKITA SAHA - 2017003
AASTHA SAINI - 2017032
AJITA MISRA - 2017010
STUTI KUMARI - 2017014**

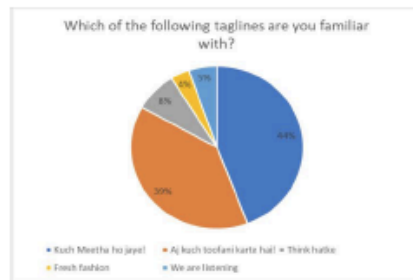
10.) FOLLOW-UP SURVEY QUESTIONS

A.)



This graph shows that respondents/consumers prefer brands that are advertised through various media sources. We asked people about which jeans, chocolate, soap brand they will choose and the result is that majority prefer those brands whose advertisement are mostly shown through different media ways like consumers prefer Levi's over Lee and Diesel jeans brands; Dairy Milk and Kit-Kat chocolates over Mars and Campco; Dove and Dettol soap brands over Khadi and Liril which are not advertised much.

B.)



This graph depicts that people are more familiar with the taglines of the products that are more advertised on television. Catchy advertising slogans are claimed to be highly effective marketing strategies as they attract the consumers to a particular product. These phrases, extraordinarily creative at times, have the potential to speak for the product and make a place for themselves in the heart of the buyers. Due to this one remembers the advertisement in longer run and strongly affect our decisions while buying products. As in our survey we found that majority of people are familiar with "aj kuch meetha ho jaaye" tagline.

Follow-up Survey

Hello,
This is a follow-up to our survey on 'Effects of media and advertisement on buying behaviour'. We would be grateful to you if you give your valuable time to this survey.

* Required

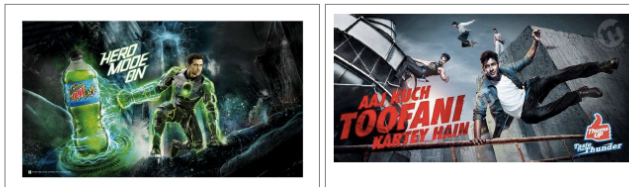
1. Which of the following products do you prefer the most? *

Mark only one oval.

- Levi's
- Lee
- Flying Machine
- Diesel

2. How many of the following products are appealing to you as a buyer? *

Check all that apply.



REPORT 2:

ANALYSIS OF THE EFFECTS OF PUBG

ACKNOWLEDGEMENT

This survey helped us get a new insight on the various different effects that are imposed by playing PUBG. First and foremost, we would like to thank our professors Dr. Richa Misra and Dr. Vagisha Rawal for giving us such a wonderful opportunity of discovering and researching deeper into one's topic of interest. We would also like to thank them for guiding us throughout with their valuable, constructive suggestions and useful critique during the development of this survey.

We would also like to thank each and every individual who generously spared their valuable time, experience and materials for the purpose of this survey. The completion of this survey wouldn't have been possible without their support and participation.

Last but not the least we would like to express our greatest appreciation for Dr. Mala Singh, Special Educator at DAV Public School, Vasant Kunj who gave us a psychological review of our survey which helped us a lot in interpretation of the results.

PURPOSE OF THE SURVEY

PUBG is a game which took the gaming world and the players by storm and became a huge hit. It has even led to addiction and has become a major concern for many. Despite the numerous positive effects that video game has on an individual, it can also give rise to various mental and physical health issues. Hence, our main objective is to examine both the negative as well as the positive effects of PUBG among our close friends and colleagues by asking them to fill a gaming questionnaire.

PLATEUNKNOWN'S BATTLEGROUNDS

Analysis of the effects of PUBG

all responses

Gender

all responses



Age

all responses



Are you aware of the online game PUBG?

all responses



How long have you been playing PUBG?

all responses



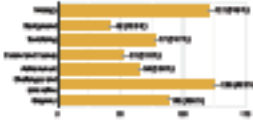
How much time do you spend playing PUBG per day?

all responses



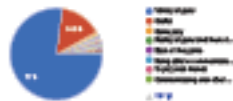
What is your favorite PUBG?

all responses



Which feature of the game do you like the most?

all responses



Preferred mode of communication?

all responses



Which mode do you prefer to play in?

all responses



WEB SERIES SURVEY REPORT

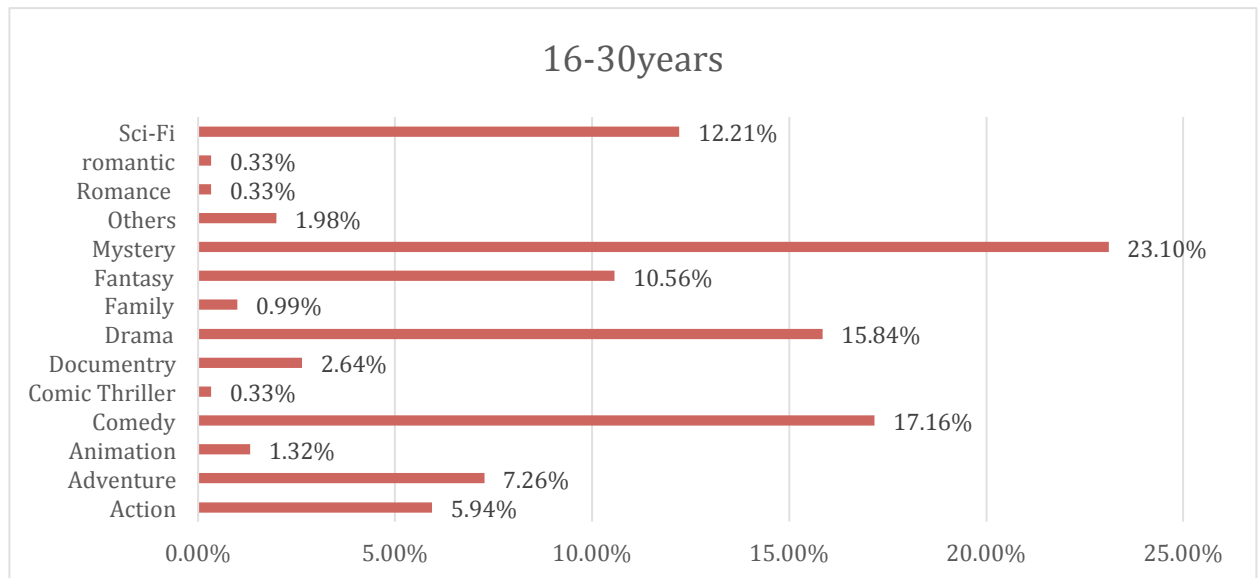
Submitted by: Saksham Setia(2017011), Jassika Gupta(2017034), Saptarshi Jana(2017037), Kartikey Saxena(2017041), Laxman Kumar Mali(2017043)

Purpose-

Today in this modern world web series have become a means of entertainment. We have watched a lot of these and that sparked a curiosity in our mind. We wanted to know the psychological impacts on this modern generation. This research is to understand the consumption pattern of the web series or online exclusive content. The survey consist of the awareness level about the web series, highest watched web series, content genre people prefer to watch online etc. Well the results are astonishing.

The following figure shows an interesting trend which we came across and the filter used here is of age.

As time passes with age , interests changes no more fantasy or adventure excites and people prefer watching soothing family related shows.



The genre which respondents of an age of teens and reaching thirties choose is MYSTERY, COMEDY, DRAMA maximally.

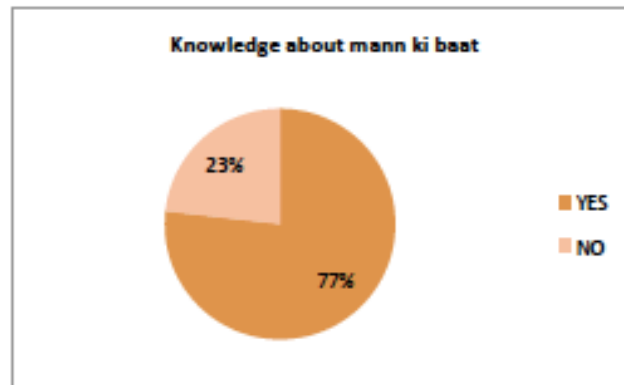
2019

SURVEY ON AWARENESS OF GOVERNMENT SCHEMES

BHAWNA YADAV, POOJA
SINGH, VISHWANI
BSC.(H) ZOOLOGY 2ND YEAR

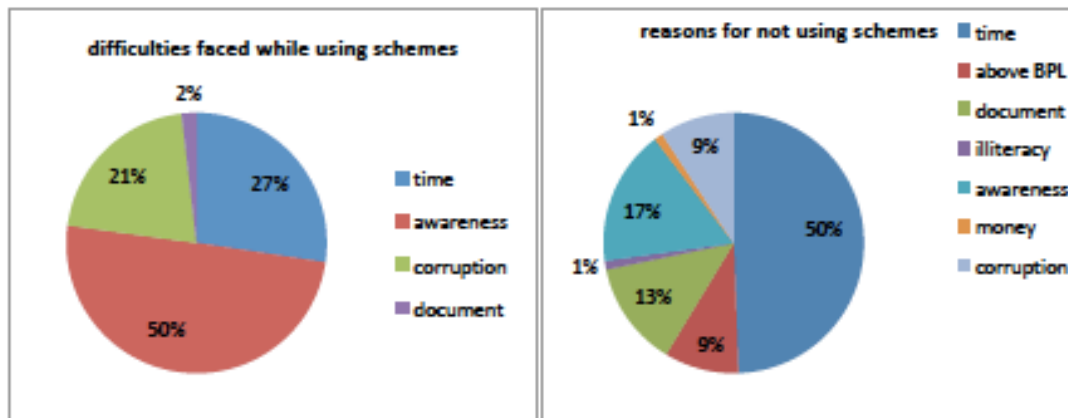






When we asked people what difficulties they face when they applied to these schemes then most of the people said that for getting benefits for these schemes they have not all that documents that were asked for them and to complete their document they have to spend time and spend more money that's why these become the reason that why they are not using these schemes. Some people said that when any scheme came then don't know how to apply, where to go and what to do to get benefits to these schemes. Many people said that corruption is also a problem that they face; they said that employees work fast when they receive money from the people which is not good.

Some people think they are illiterate and they don't know how to sign, how to read, how to fill their form, etc. that's why they don't use these schemes which are actually made for them.



CONCLUSION

The survey that we had done is really an amazing first time experience for us. Here we concluded that now government is working for the people, it not only launch scheme but for their implication and for its use by people, some volunteers do campaign and aware people.

When we asked people that what they think about government's work we found that people are really happy with their government and they really think that India is changing, but we get some negative answers also where people said that government is wasting their and people's time by launching this scheme because they thought that all employees are corrupt and they only work for those who gave them money. They also said that in government hospitals only for checkup they have to stand in long queues, and when they get their number then for test they have to wait for many days to know whether they are diseased or not.

Snapshots from Report



REPORT ON AN EDUCATION SURVEY AMONG SRI VENKATESWARA COLLEGE STUDENTS

A survey conducted on the education system to get the feedback of students studying in a government college and to know about their physical and mental well-being.



CONDUCTED BY-PRIYAMVADA SINGH



Figure 3 : Questionnaire summary

HOMOSEXUALITY

SURVEY

SUMMARY REPORT

MEMBERS :

SANJU SINGH MUCHKORIA

ARAV MALIK

KHUSH KATARIA

RAHUL YADAV

SACHIN YADAV

MOHD. WASIM

VIBHAS KASHYAP

The aim of the survey was to develop a better understanding of the experiences of homosexual people, particularly in the areas of health, education, personal safety and employment. These were chosen as the existing evidence suggested that they were the main areas where LGBT people face the largest inequalities.

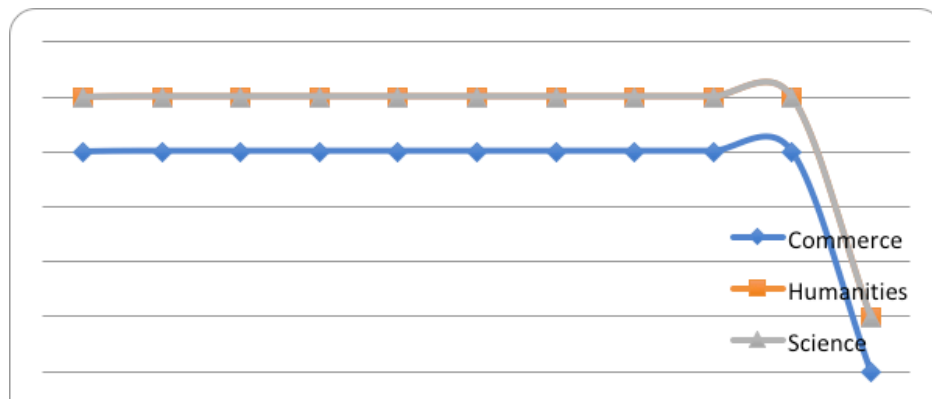
We sincerely acknowledge the interest shown in our survey by our teachers, friends and other people who willingly shared their opinion on this topic. Their contribution has helped us in drawing a conclusion about the views that people believe towards homosexuality and also that change is the law of life.

We specially thank Dr. Richa Misra (Our professor in Sri Venkateswara College, Delhi University) for her constant encouragement and supportive ideas. The report is a combined effort of all these people.

Stitious or Superstitious

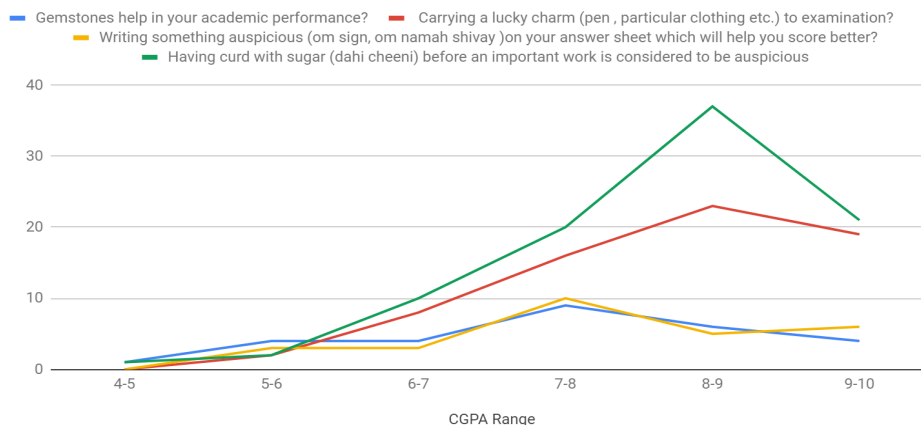
Survey conducted by ; Aashi bansal, Shriya bhattacharya, Pooja yadav, Vishakha yadav, Nikhil zutshi

We conducted this survey to know the trends within different parameters which affect believe of people in superstitions. Superstions vary according to upbringing , education , gender , personnel traits etc. therefore the aim of our survey was to observe that trends we usually think to be true are reflected in the experimental statistics or not



The results that we retrieved from the survey conducted was number of students believing in superstitious beliefs were found to be comparable from the science and humanities streams whereas students from the commerce stream believed less in superstitious beliefs.

Super Stitious Survey



MENSTRUAL AWARENESS, HEALTH AND HYGIENE

Group members:

Twinkle Kathuria (2017065), Isha (2017068), Anjali Rahar (2017023),

Abhishek Yadav (2017026)

PURPOSE

- To analyze the mentality of people towards menstruation.
- Evaluate women's knowledge among different age groups about menstrual hygiene.

INTRODUCTION

Menstruation is a natural phenomenon unique to women and menstrual hygiene is fundamental to the wellbeing of women and girls. Menstruation in our country is associated with various myths and restrictions leading to lack of awareness among adolescent girls. Insufficient menstrual hygiene practices are the cause of stress associated with menstruation and reproductive tract infections. The manner in which a girl learns about menstruation and its associated changes may have an impact process; it is linked with several misconceptions and inadequate practices, which sometimes result into adverse health outcomes.

We were able to collect a healthy data of 675 individuals (552 females and 121 males). Most of them were of the age group 16-20 years.

A recent movie "Padman" focused on creating awareness on this topic and helping overcoming the superstitions regarding it such as not touching the pickle, not going to temples while on periods, etc. There were many individuals who did not even have watched the movie yet. Generally the audience considered it socially acceptable but still, there were a few who opposed it.

