CHAPTER 3
RESEARCH METHODOLOGY
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Research methodology is where you describe the how are you going to gather information (methods), this can be survey interview, literature review etc. And then you explain each method what are they, what you will do in each method. It is a collective term for the structured process of conducting research. There are many different methodologies used in various types of research and the term is usually considered to include research design, data gathering and data analysis. Research methodologies can be quantitative (for example, measuring the number of times someone does something under certain conditions) or qualitative (for example, asking people how they feel about a certain situation). Ideally, comprehensive research should try to incorporate both qualitative and quantitative methodologies but this is not always possible, usually due to time and financial constraints.

RESEARCH METHOD

Descriptive research has been conducted for this study. Descriptive research is the research designed to describe the characteristics of a population or phenomenon. It seeks to determine the answers to who, what, when, where and how questions.

RESEARCH TECHNIQUE

Survey research technique has been used in this study. It is a technique in which information is gathered from a sample of people by use of a questionnaire or interview, a method of data collection based on communication with a representative sample of individuals.

OBJECTIVES OF THE STUDY

- To identify the reasons why consumes use social networking sites.
- To identify how consumers evaluate social media on the basis of their attributes.
- To study the influence of social media on the consumers buying behaviour.
QUESTIONNAIRE DESIGNING

The following questions were framed to fulfill the objectives of the study.

While framing questionnaire attitude rating scale and numerical rating scale were used and simple dichotomous, frequency determination and determinant choice questions were framed.

OBJECTIVE 1

Q1- Why do you mostly spend time on social Media Websites?

Please indicate which reason you are most concerned by giving it rank 1, reason you are second most concerned as rank 2 , one you are third most concerned as rank 3 & so on.

Rank all the reasons from 1-6.

- Stay up-to-date with friends
- Make new friends
- Entertain yourself
- Find old friends
- Make a purchase
- Share videos/Pictures

OBJECTIVE 2

Q2- How do you evaluate social media website on the basis of following:

Put 1 for Excellent, 2 for Good, 3 for Fair and 4 for Poor

<table>
<thead>
<tr>
<th>Can easily share content</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Privacy settings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can anonymously visit others profile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy and convenient to use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post and view blogs and comments</td>
<td>Orkut</td>
<td>facebook</td>
<td>linkedin</td>
<td>bebo</td>
</tr>
</tbody>
</table>

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OBJECTIVE 3

Q3- When you use social media website, what is the main reason that makes you click an ad shown on it?

- I can get anything free
- It is relevant to what I want
- I recognize the brand/product/company
- I am attracted by a celebrity on an ad.

Q4- As a mode of communicating market updates, what is your attitude towards an Ad on social media:

- Informative
- Irritating
- Convincing
- Believable
- Compact and Relative Details

Q5-While making a purchasing decision, how often do you look online for that product/brand/company?

Very often  Often  Rarely  Very rarely  Never

Q6-when looking online for a product/brand/company, what things do you look for?

- Comments for it
- Information in blogs about it
- Number of “Likes” for it
- Discussion Boards/forums
- Response to Reviews (amazon.com)
Q7- While making a purchase decision, do you visit company’s profile on various social networking websites like Facebook, Twitter, google group etc?

<table>
<thead>
<tr>
<th>Very often</th>
<th>Often</th>
<th>Rarely</th>
<th>Very rarely</th>
<th>Never</th>
</tr>
</thead>
</table>

Q8- Do that affects your purchasing decision?

<table>
<thead>
<tr>
<th>All of the time</th>
<th>Most of the time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some of the time</td>
<td>Just now and then</td>
</tr>
</tbody>
</table>

Q9- Have you purchased anything online?

| YES | NO |

If Yes, then when? 

Q10- What is your main motivation of buying online?

- Easy to purchase
- Saves time
- Ability to shop anytime
- Superior selection
- Avoid hassle of shopping in store

Q11- Did you face any problem while buying online through Ads?

- Site was confusing and could not find anything about the product
- Desired product was not available
- Sometimes the process is expensive due to cost of access
- Speed of access is slow

Q12- Do you visit those websites where you faced problems?

<table>
<thead>
<tr>
<th>Never visit</th>
<th>Rarely visit</th>
<th>Sometimes visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often visit</td>
<td>Very often visit</td>
<td></td>
</tr>
</tbody>
</table>
SAMPLE DESIGN

UNIVERSE OF THE STUDY (POPULATION)

Universe means the total population or aggregate of population from which the sample will be selected. In this study, the youth of the Haryana state is the universe of the study. The population of the Haryana according to the 2011 census, is 25,353,08.

A population can be defined as including all people or items with the characteristic one wishes to understand. Because there is very rarely enough time or money to gather information from everyone or everything in a population, the goal becomes finding a representative sample (or subset) of that population.

SAMPLING TECHNIQUE

Non random sampling technique was used in this research. Primary research was done through distribution of structured questionnaires amongst youth in Haryana. Convenience sampling technique was used to select the sample. It is a non probability sampling technique which refers to sampling by obtaining units or people who are most conveniently available. Researchers generally use convenience samples to obtain a large number of completed questionnaires quickly and economically.

SAMPLE SIZE

The research was conducted on 200 youth of Haryana. The areas covered were various districts of Haryana like Ambala, Yamuna Nagar, Karnal, Kurukshetra etc.

SAMPLING UNIT

The research was conducted on youth of some selected districts of Haryana. According to National Family Health Survey (NFHS-3) youth are defined as women and men age 15-24. As per the 2001 Census of India, population age 15-24 years accounts for 195 million of the 1,029 million of India’s population. In other words, every fifth person in India belongs to the age group 15-24 years. This population, is identified by the United Nations Population Fund (United Nations, 2009) as youth or the youth population. By
2011, this age group is expected to grow to 240 million (Office of the Registrar General, 2006) and account for a slightly higher proportion of the total population than in 2001.

DATA COLLECTION

**Primary data** was collected through a structured questionnaire that was distributed among youth in some selected districts of the Haryana state. The questionnaire contained multiple choice questions as well as it also incorporated various parameters that were identified for analyzing the preferences of youngsters towards various social media websites.

**Secondary data** was collected through various books, journals and websites.

**3.4 TOOLS AND TECHNIQUES**

On the basis of data / information so collected from the various sources, tabulation, analysis and interpretation was made to make the study more meaningful. All relevant mathematical and statistical tools such as averages, percentages, trend analysis will be used to complete the purpose of the study. The use of index tables, charts, graphs and diagrams etc. will also be made whenever it will be needed and necessary for clarity of thoughts and easy understanding and to make the presentation of the research more useful.

**Average rate and mean rank was calculated to interpret the data of the research.**

**LIMITATIONS**

Generalisability of the research will be restricted to a population of youth of Haryana, and further reduced by the small sample sizes of some districts of it which will be used. This is a limitation of quantitative research, but an internal characteristic of any qualitative research. Reliability is threatened by participants subjective bias, (particularly in the focus groups) i.e. saying what they believe to be the ‘correct’ answer (Saunders et al, 2009). Loss of reliability will be minimised by creating the right atmosphere.
JUSTIFICATION OF THE STUDY

SOCIAL MEDIA website is a revolutionary idea with a very bright future with further scope for advancements. The opportunities provided from this medium are immense and many organizations are making use of this medium to better their practices. Organizations are no longer at the mercy of the media to advertise or convey their message. With the help of social networking they can advertise or communicate in a more efficient way. For example, Starbucks have started a very successful program in which a person from any part of the world can login to a website to write comments and discuss issues. Similarly people don’t have to rely on newspapers or TV to get their daily dose of news it can all be obtained from a social networking site. People can follow or get information from any part of the world. For example Twitter allows a user to follow anything from airline timing to the next breaking news from China. It is even used by politicians to get their message across.

The world is getting closer everyday and everyone wants to be connected. Static blogs and websites are losing popularity. World is moving more towards "information streams". The information comes to users rather than users have to make effort to get the information. The future of social networking looks very promising but still it has to deal with the problems associated with it.