CHAPTER - II

Research Process and Methodology

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Research Process and Methodology

2.1 Objectives of the Study

The primary objective of this Study is to evolve Marketing Strategies for effectively marketing Computers in Small Scale Industries Sector.

Acquisition of thorough insight of the ‘processes’ and the ‘parties’ involved in Computer Buying/Selling activity is undoubtedly a pre-requisite for evolving Strategy – i.e. gaining the knowledge of Buying Behavior/Buying Process, the Buyers and Marketers of Computers, is essential first step.

With this framework at the backdrop, the Statement of Objectives is as under:

1. To Study the Buyer Behavior depicted by the Management of SSI Units of Udyam Bag Industrial Estate while buying the Computers.
1.1 To identify and understand the Steps involved in Computer Buying Process.

1.2 To identify the sources of information relied on by the SSI Units while buying Computers.

1.3 To ascertain various factors considered by the buyers while evaluating the alternatives.

1.4 To Find out various Buying Roles and composition of Buying Center.

1.5 To understand the Perceptions of the buyers regarding application and usage of Computers.

2. To Study the profile of Udyam Bag Industrial Estate.

2.1 To identify the characteristics of SSI Units in Udyam Bag Industrial Estate.

2.2 To ascertain extent of Computerization in Udyam Bag Industrial Estate.

2.3 To identify the various Computer brands and their Market Share in Udyam Bag Industrial Estate.
3. To study the Computer Dealers targeting at the SSI units of Udyam Bag Industrial Estate.

3.1 To study the profile of the Computer Dealers of Belgaum.

3.2 To understand the Perceptions of Computer Dealers with reference to application and usage of computers in SSI Units.

3.3 To ascertain the Strategies used by the Dealers while marketing Computers in SSI units of Udyam Bag Industrial Estate.

4. (On the basis of findings on above items) To suggest the Marketing Strategies for effectively marketing Computers in SSI Sector.

2.2 Research Design

1. Universe:

So as to make the Study holistic, all the concerned elements are taken in to account-

(i) The Process.

(ii) The Parties Involve in the process-
Thus the focus of attention in the course of this Research Study was-

(i) Industrial Units of Udyam Bag Industrial Estate comprising of Buyers/Potential Buyers of Computers.
This is Universe I = 90 Units.

(ii) Computer Dealers of Belgaum, who target at Udyam Bag Industrial Estate.
This is Universe II = 15.

2. Type of the Data and the source:

The Secondary Data and Primary Data is collected pertaining to:

(i) Buying Behavior and Buying Process.
(ii) Profile of Buyers and Potential Buyers of Computers, and their perceptions.

(iii) Profile of Computer Dealers and their perceptions.

The Secondary Data was collected under following heads:

(i) Scenario of Small Scale Sector in India.

(ii) Scenario of Industries in Karnataka.

(iii) Scenario of Belgaum District.

The source for the Secondary Data are from the literature and records available with Central and State Govt. and the articles on the Internet.

The Data on the scenario of Computer Markets is obtained from the specialized journals like- Data Quest, A & M, Web Sites of IDC, NASSCOM, Ministry of IT and IIIT-B.
The Primary Data was obtained by conducting a Survey and Structured Interviews, in the selected sample.

4. Sampling:

(i) For SSI Units of Udyam Bag Industrial Estate (Buyers/Potential Buyers of Computers): Sampling Design was Complex Random Design (CRD) with Systemic Sampling Technique.

The Sample size was kept at 60% of the population, which comes to 54 (i.e. 60% of 90 Units of Udyam Bag Industrial Estate).

In accordance with Systemic Random Sampling approach, out of first ten Units six are randomly chosen. The rest of the Units are chosen maintaining the same interval so as to get 54 Units out of 90 – i.e. 60% of the Population.
(ii) For Dealers (Marketers of Computers): Non Probability Sampling or Purposive Sampling Technique was adopted.

Out of the total of 15 Dealers, who sell Computers at Belgaum and target at Udyam Bag Industrial estate, top ten are picked up, so as to make the sample truly representative.

5. Data Collection Methods:

(i) Primary Data on Buyers/Potential Buyers of the Computers (SSI Units of Udyam Bag Industrial Estate) and Computer Dealers (Marketers of Computers who target at Udyam Bag Industrial Estate, was collected by administering set of Structured Questionnaires.

(ii) Structured Interview Technique was adopted for collecting intensive and qualitative information pertaining to Buyer Behavior.
6. Data Analysis:

(A) Categories: Both Qualitative and Quantitative dimensions are taken into account with an intention of making the Study holistic. The Data Analysis is done under following sub-heads:

(i) Qualitative Data Analysis:

Analysis of the Qualitative Data pertaining to Buyer Behavior and Buying Process.

(ii) Quantitative Analysis:

Analysis of the Data with regards to Buyers and Sellers of the Computers- i.e. SSI Units of Udyam Bag Industrial Estate and Computer Dealers of Belgaum, targeting at them.

(B) Tools for Data Analysis:

(i) Conceptual Framework used for Qualitative Analysis include-

1) Jagdish Sheth Industrial Buyer Behavior Model.

2) Buygrid Analytical Framework.

3) New Task Purchase Decision Process Model.
4) Buying Center Influence Matrix.

5) Mattson Model.

(ii) Statistical Tools used for Quantitative analysis:

1) Descriptive Statistics, Mean score and Percentages.

2) Spearman’s Rank Correlation Technique.

3) Pearson’s Correlation Technique.

4) T Test, Chi Square Test.

All the Statistical Tests were carried out by using Software Package SPSS.

3.3 Hypothesis

i) Ho1: There exists no relationship between Top Management Qualifications (Technical or Non Technical), and purchase of Computer/s.
ii) Ho2: While buying Computers by SSI Units, the importance attached to various sources of information varies.

iii) Ho3: There exists no difference between the Perceptions of Dealers and Customers (SSI Units), with reference to factors influencing Computer Buying.

iv) Ho4: CAD (Computer Aided Designing) application is perceived by the Dealers and Customers to be the highest potential Computer market segment in SSI Sector.