CHAPTER 4: RESEARCH METHODOLOGY
Research Methodology

RESEARCH PROCESS / PROCEDURE

Research process consists of series of actions or steps that are effectively performed in a specific order, necessary to effectively carry out research. These actions or activities usually overlap each other than pursuing specific sequence. RP is a systematic process, which is undertaken in order to study the research problem and to arrive at certain firm conclusion. RP specifies how a research is conducted (through various steps). These steps are interwoven into each other. Thus research process provides us with the sequence of the steps to initiate and complete the entire research project.

1. Characteristics of present research

Type of research

In the study the researcher has used the descriptive type of research. Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Descriptive research is has been done by the researcher to gain a better understanding of a topic. It is quantitative and uses questionnaire, surveys, sampling, etc.

Use of descriptive research in the study:

- It is useful to collect demographic information of cinegoers in Mumbai city
- The data has been used to find out views and attitudes of cinegoers for Marathi films in the city of Mumbai. It has also been applied to understand the Producers, Distributors and exhibitors approach in terms of film delivery to the cinegoers in Mumbai.
- Data has been used to make predictions about future marketing trends for Marathi film business in Mumbai and elsewhere and to understand the cinegoers needs, and expectations. It has been used to determine or possible sales in the coming years.
- It discovers the relationship between certain variables.

4. Basic steps

The researcher studied the reports pertaining to the Marathi film industry and tried to understand the history of the Marathi film industry since its inception to the recent times. An outline was prepared on the basis of the material derived. People in the industry made the researcher understand the dynamics of the film trade and the pertaining issues affecting. The role of the film analysts was critical in the formulation of the exact research problem and the possible way to achieve the findings.
3. Preparation of secondary data

The researcher surveyed the existing books available in the field and also reviewed the other published literature like film articles, journals, consultant report, conference proceedings etc. The articles in the film magazines and film related talk shows on various TV channels really helped to understand the status of the Marathi film industry.

4. Selection of sample

Data acts as the foundation of research work. Sample is a small representative group selected from the total population for intensive study purpose. The researcher collected 300 samples for cinegoers, 30 samples for producers, 30 samples for distributors and 20 samples for exhibitors. The purpose of the study was to find out the impact of effective marketing strategies on the cinegoers in the city of Mumbai. The data collected was on the basis of questionnaires, interactions with people in the Marathi film industry, discussions with people in the industry, journalists and film critics. Data was collected in between Jan 2010- Aug 2010.

5. Survey

The research problem was made very specific to the impact on the cinegoers who are the people visiting single screen theatres or multiplexes. The entire research work was applied to the Marathi film business leaving out the other forms regional cinema. Since the geographical area of research was only the city of Mumbai, it was feasible to conduct the research work.

6. Data analysis

Out of the questionnaires collected for cinegoers, filtration was done to do away with unreliable samples collected. In the case of cinegoers samples the dependant variable was taken as watching a Marathi movie or not watching a Marathi movie and it was related to 23 independent factors. In the case of producers the performance of the last film was taken as dependant variable and it was related to 9 independent factors. In the case of distributors number of films distributed was taken as the dependant variable and it was related to 6 independent variables. In terms of exhibitors revenue generated was considered as dependant variable and it was related to 5 independent factors. Processing of data and logical arrangement of data is very important for the conclusions. For the research work such processing included coding, editing, tabulation and then drawing statistical inferences. SPSS software- the draft which was ready was put in the SPSS software using Step wise and Enter method. A linear regression model was applied to do the statistical analysis. Conclusions were drawn after the analysis and interpretations had been given accordingly.