CHAPTER - V

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As textile sector covers multiple channels with different scale of production, structure, motives of business etc, the researcher is required to understand holistic structure of global textile industry, role of Indian textile companies in global as well as Indian markets, contribution of small scale industries in value delivery network of textile etc.

5.1 OBJECTIVES
In the framework of this, following objectives are set for in depth study of role of small scale industries of Gujarat in textile sector of India, Vis-à-vis global markets.

To Study
1. The performance and potential of Indian small scale industries in terms of contribution in economic growth and employment.
2. The role and growth of textile sector in India and its contribution in employment generation, export, industrialization and economic empowerment of the nation.
3. The performance level of economic augmentation in the state of Gujarat. And role of textile sector in economic and social enhancement of the state.
4. To recognize the structure of textile value chain network and role of small scale industries with the critical evaluation of marketing and finance mechanism with their practices.
As these objectives cover large spectrum, the researcher is required to use multiple sources for collection of primary and secondary information and data, and also study existing mode and performance of small scale industries of textile sector in Gujarat.

5.2 RESEARCH DESIGN
To address first three objectives the researcher has used exploratory research design. Extensive literature review has been undertaken to perceive these objectives. The information and data are collected from various sources like reports of central and state governments, reports of various research agencies & foundations, various doctoral thesis, national and international journals, magazines, web resources, annual reports of various companies etc. The results of this research are presented in Chapter II of “Status of Small Scale Industries (SSI) – INDIA”, Chapter III of “Operational Structure Of Textile Industry And Performance Of Indian Textile Industry In Domestic And Export Markets” and in Chapter IV of “Potential and Performance of various industrial sectors in economical development of Gujarat State.”

**Exploratory Research**
As the term suggests, exploratory research is often conducted because a problem has not been clearly defined as yet, or its real scope is as yet unclear. It allows the researcher to familiarize him with the problem or concept to be studied, and perhaps generate hypotheses to be tested. It is the initial research, before more conclusive research is undertaken. Exploratory research can be quite informal, relying on secondary research such as reviewing available literature and/or data, or qualitative approaches
such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, case studies or pilot studies. The results of exploratory research are not usually useful for decision-making by themselves, but they can provide significant insight into a given situation.


The outcome of the exploratory research has created platform for primary research to understand the marketing and financial mechanisms of small scale industries of Gujarat. To serve these objectives, conclusive research is carried out and responses are collected from various textile units of Gujarat. The structured questionnaire is used as a primary tool for data collection.

**Conclusive Research**

As the term suggests, conclusive research is meant to provide information that is useful in reaching conclusions or decision-making. In the case of formal research, it will also test hypothesis. Conclusive research can be subdivided into two major categories:

1. **Descriptive research**

   Descriptive research provides data about the population or universe being studied. But it can only describe the "who, what, when, where and how" of a situation, not “what” caused it. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.
It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the average number of occurrences or central tendencies.

2. Causal research

If the objective is to determine which variable might be causing certain behaviour, i.e. whether there is a cause and effect relationship between variables, causal research must be undertaken. In order to determine causality, it is important to hold the variable that is assumed to cause the change in the other variable(s) constant and then measure the changes in the other variable(s).


5.3 QUESTIONNAIRE DESIGN

The conclusive research mainly focuses in this research is on:

✓ Structure of the organization and level of integration of various functional areas.
✓ The structure and role of marketing department in various marketing practices like market knowledge, coordination and communication with down stream channel network, brand promotion, forecasting and sales forces recruitment, selection and performance evaluation.
✓ The structure and role of finance department in monitoring mechanism of financial health of the organization and its implications in strategic and operational decisions.

The interview-administered questionnaire is designed with the combination of open-ended and close-ended questions. The close-ended questions are
selected in the case in which possible sets of outcomes are almost well defined and statistical analysis is applicable and relevant. The open-ended questions are used in the case in which outcomes are many with huge variations and difficult to compare (i.e. by statistical techniques) by single yardstick. In few of the cases intentionally open-ended questions are used to provide opportunity to interviewee to elaborate his response in comprehensive manner.

5.4 SAMPLE SIZE
As most of the small scale units of textile sector are situated in Ahmedabad and Surat regions, the 35 organizations are selected from these areas.

5.5 CHARACTERISTIC OF SAMPLE
The feedback is taken from the various departmental heads (General Manager / Manager) of these individual organizations. For strategic level questions, the responses are taken from the top level management i.e CMD (Chairman and Managing Director) / Corporate heads.

5.6 SAMPLING METHODS
Cross sectional design and convenience sampling method is used.

1. Cross – sectional studies are carried out once and they represent a snapshot of one point of time.
2. In convenience sampling, the selection of units from the population is based on easy availability and / or accessibility.

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5.7 DATA ANALYSIS

The researcher has used following statistical methods for data analysis.

- Frequency Distribution
- Percentile
- Mean Score

5.8 LIMITATION OF THE STUDY

1. Textile value chain contains multiple scale of organizations, small scale to large scale. There are thousands of firms in organized and unorganized markets with highly complex network of supply chain. The limited numbers of samples are studied compared to total size of the population units, but they are sufficient in terms of quality and size of their market to define and study basic mechanism of small scale units of textile value chain.

2. The researcher has used cross sectional convenience sampling design. The research has not used any other techniques except secondary data to check the credibility and reliability of the information and data given by the respondents.

3. The researcher has not done cost structure analysis of small scale units in this research as these units are owned by the individual owners and they have not submitted any sufficient financial or cost related data to researcher for this short of analysis.