CHAPTER - II

RESEARCH METHODOLOGY
RESEARCH METHODOLOGY

Research methodology is a systematic study to solve the research problems. It is a scientific way of studying the various aspects of the research problems. In other words, all those methods which are used by the researchers during the course of study, his research problems are termed as research methods.

Keeping in view seriously, the above mentioned objectives of the research, study is conducted for the sake of a systematic presentation under the three stages, viz., primary, secondary and the tertiary stages.

**Consumer behaviour in certain selected Automobiles Industry in India in 90's**, research projects, consumer research or industrial research, consumer's psychology, generally follow a logical sequence. The steps involved in them are the following:

(i) Specification of the research objectives.
(ii) Determination of the areas to be studied and the depth of analysis required.
(iii) Statement of the time and cost involved.

The above three steps taken together constitute research plan. Once the research plan is drawn, the next stage involves carrying out the assignment. The plan of action would consist of:
(i) Collection, Processing and analysis of data obtained from published sources and in companies, industrial and organisational records.

(ii) Identification of the remaining gaps of information.

(iii) Preparation of a research brief for field research to collect information on the gaps.

(iv) Designing of questionnaires or schedules.

(v) Preparation of a sample of respondents and interviewing of these respondents.

(vi) Analysis of the information's obtained and evaluation of the results,

(vii) Arriving at decisions.

**TYPES OF RESEARCH**

Research may be classified under three general titles, viz.

(i) Policy Research

(ii) Applied Research, and

(iii) Fundamental Research.

The Research work undertaken by me was Applied Vs. Fundamental. Research can either be applied research or fundamental research. Applied research aims at finding a solution for an immediate problem facing a society or an Industrial organisation, whereas fundamental research is mainly concerned with generalisation and with
the formulation of a theory. The main aim of applied research is to
discover a solution for some pressing practical problem. The objective of
carrying out this research was to assess the purchase Behaviour of
customers like motivation, personality, perception, attitude, satisfaction
etc. with regards to Automobile Industry.

On the basis of the method of investigation my research may
be classified under survey research. It is one of the most popular method
of investigation of my research work, *Consumer Behavior in certain
selected Automobiles Industry in India in 90's*. Because these studies of
attributes and variables in relation to the population is easier, and is more
accurate. Now-a-days, sample survey has become an effective method of
research. This is possible with the help of personal interviews which are
backed by questionnaires, mailed questionnaire, direct oral observation,
indirect oral investigations etc. Thus survey research has a considerable
potential for making a substantial contribution to the organized body of
knowledge. Though it has its limitation too.

One of the most important criticism levelled against this type
of research is that the information usually collected by such surveys is
only the periphery level information. Indepth conclusions may not
therefore, be possible. Survey researches are generally sample surveys
and hence there is a possibility of ambiguity and a greater magnitude of
errors or bias. Moreover, Personal inhibitions in differences, ignorance or
bias may affect the result. As the survey is time consuming, there is a possibility that the result may not conform to the existing reality. However, in spite of all the drawbacks, survey research is the most popular method of research even in management. Survey research has been widely accepted, mainly because of its acknowledged merits, viz.

(a) It has a greater amount of objectivity.

(b) The researcher comes in direct contact with the informant, he is able to understand the situation better. Hence, the study has a greater reality in its findings and conclusions.

(c) Though there is a possibility of some amount of error, which would be negligible, the survey method is the most scientific method for obtaining reliable data and dependable results.

(d) It is possible during the course of the survey to throw light on many actual important problems, which would otherwise have been hidden. The survey is extensively used in all the areas of investigation, especially because of its obvious merits.

(e) Direct observation of the population is possible resulting in accurate or near accurate results.
OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose.

In order to study any problem or define a survey, the first most important task is setting of objectives. Setting of objectives is a basic platform on which the building of Research work is setup. If the objectives are not defined the result and conclusion will be misleading. Defining the objectives clear the picture of the Research. The completion of the Research task is easy and complete the need. If defining a set objectives is a must as for the proper working of the machine of all its parts should work properly so for the completion of research work its proper definition and goal setting is a must. In other words though each research study has its own specific purpose and main objectives. The main purpose of this study has been to:-

[1] To Focus the relevant problems of the Automobile Industry in India.

[2] To focus the present state of affairs and the nature of Automobile industry in the country at large.

[3] To focus the main (Primary, Secondary and Tertiary) problems of India in purchase behaviour of Automobiles.


[6] Change in buying behaviour as varieties of different automobiles are available.

[7] Change in buying behaviour with effect to circumstances, like Road conditions, Fuel prices, Weather conditions, Services available etc.

[8] Major factors effecting the buying behaviour of different class of our society [Social conditions].

[9] To study the consumer needs and motivation for consumption related behaviour.

[10] To study the effect of personality in consumer behaviour.

[11] To assess the potentials of the consumers as regards his purchasing behaviour.

[12] To study the consumer perception for a purchase of Automobile.

[13] To study the consumer's attitude, formation and change regarding to Automobile sector.

[14] To study the consumer reference group for their purchase or consumption decision.

[15] To find out the opinion of social class regarding purchasing of Automobiles.

[16] To study the influence of culture on consumer behaviour.

[17] To study the consumer decision making processes for purchasing vehicles.
PROCESS OF RESEARCH

The term consumer behaviour refers to the behaviour that consumer display in searching, purchasing, using, evaluating, and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It included the study of what they buy, why they buy, when they buy, where they buy, and how often they buy and how often they use.

Consumer psychology is the application or extension of psychological facts & principles to the problems concerning human beings present in the buying segment i.e. in the consumer.

In this study the entire work is divided into seven chapters. Overall 'INTRODUCTION TO AUTOMOBILE INDUSTRY' has been dealt in the first chapter of the study and 'RESEARCH METHODOLOGY' has been discussed in the second chapter.

The third chapter deals with 'GROWTH OF AUTOMOBILE INDUSTRY' This chapter includes Government policy and legislation growth in different segmentation of automobile manufacturing pricing, & fuel pricing and its impact on automobile production, whereas the subject mater for the Fourth chapter is related to 'CONSUMER BEHAVIOUR IN CERTAIN SELECTED
AUTOMOBILES INDUSTRY IN INDIAN IN 90's'. This chapter has a concern about consumer needs & motivation, personality, perception, consumer purchasing behaviour, consumers attitude formation and change social class & behaviour cultures, effect on consumer behaviour and his decision making. The Fifth chapter deals 'OPERATIONAL PROBLEMS IN AUTOMOBILE INDUSTRY' like Economic situation & problems in further growth of automobile industry, managerial problems, marketing production, personnel, finance etc. The subsequent chapter, sixth deals with SUGGESTIVE MEASURES'. To solve the problem in Automobile Industry and few valuable suggestions to improve the strategies, policies, promotional activities of the Automobile Industries. And Seventh chapter deals with CONCLUSIONS AND LONG TERM PROSPECTIVES' in this chapter I have concern about future plan in different segments or sector of Automobile Industry. I have tried my best to do justice with the subject.& I feel great pleasure in submitting the research work with my own point of view.
**SAMPLING DESIGN**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the researcher would adopt in selecting items for the sample.

Sample design may as well lay down the numbers of items to be included in the sample i.e. the size of the sample design is determined before data are collected. There are many sample designs from which a researchers has to choose. Some designs which are relatively more precise and easier to apply than others. Researcher must select a sample design which should be reliable and appropriate for his research study.

There are different types of sample designs based on two factors viz., the representation basis and the element selection technique. In the representation basis, the sample may be probability sampling or it may be non-probability sampling. Probability sampling is based on the concept of random selection whereas non-probability sampling is non-random sampling. On element selection basis the sample may be either unrestricted or restricted.

A research work will be considered successful only when the researcher define the sample designs of the research framework. The sample designs undertaken by me for my research work was non-random and stratified samplings.
Non-random sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has been included in the sample. In this type of sampling, items for the sample are selected deliberately by the researcher his choice concerning the items remains supreme. In other words, under non-random or non-probability sampling the organizers of the inquiry purposely choose the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole. This type of samplings is very convenient and is relatively inexpensive. In this sampling the units are chosen for interview according to the convenience and based on own judgement.

Stratified Sampling if a population from which a sample is to be drawn does not constitute a homogeneous group. Stratified sampling technique is generally applied in order to obtain a representative sample. Under stratified sampling the population is divided in to several sub-population that are individually more homogeneous than the total population (the different sub-populations are called 'strata') and then we select items from each stratum to constitute a sample. Since each stratum is more homogeneous than the total population one is able to get more precise estimates for each stratum and by estimating more accurately each
of the component parts. we get a better estimate of the whole. In brief, stratified sampling results in more reliable and detailed information.

The stratified sampling was done on the basis of dividing India into five zones North, South, East, West & Central at least one automobile unit was selected from each of this zones.

Non-random sampling was done because data was available from only some units convientely therefore convince sampling was restarted to because of easy availibility of data.

**TECHNIQUE OF DATA COLLECTION**

Data collection is one of the most important aspects of research. The task of data collection begins after a research problem has been defined and research design chalked out, deciding about the method of data collection to be used for the study. The researcher should keep in mind two types of data viz., primary and secondary. Both primary and secondary datas may be used for the purpose of analysis.

The primary data are those which are collected afresh and for the first time and thus happen to be original in character. The first hand information bearing on any research which has been collected by the researcher or his agent or assistant may be called primary data. These are original observations collected for the first time. Such data facilitate original investigations and observations leading to useful and valuable results. The primary data, collected and compiled without any bias, are
more reliable and dependable, and are accurate and apt for specified investigations.

In the research work a structured questionnaire was prepared to collect the primary data. A questionnaire is consist of a number of coherent questions related to the various aspects of the topic under study. **P.V. YOUNG** has defined a structured questionnaire as one which contains definite concrete and pre-ordinated questions with additional questions limited to those necessary to classify inadequate answers or to elicit a more detailed response. For the purpose of better understanding a structured questionnaire may be defined as the type of questionnaire which is segmented and designed to elicit detailed and accurate information under the given titles and sub-titles. It helps to obtain accurate response and apt information according to the needs and scope of the research. It enables the researcher to save much time and energy in processing the data. This is especially useful when the questionnaire is of a complex nature for example these study is related to consumer behaviour so the questionnaire may be structured under various titles viz.

(i) Personal data.

(ii) Consumption Pattern.

(iii) Consumer products market.

(iv) Industrial product market and

(v) General information.
Each title may be sub titled for the purpose of eliciting detailed and specific information to purchase behaviour of Automobiles in India. In order to collect the primary data two types of questionnaire were prepared. The first type of questionnaire were used for main survey. In this connection, I have collected customers oriented information for purchase of a vehicle and the second type of questionnaire was used for supplementary survey. In this connection I have collected retailers oriented information.

**QUESTIONNAIRE**

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Part - I   Part - II
Main Survey    Supplementary Survey
Customer oriented    Retailer Oriented
Information    Information
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**DESIGN OF A QUESTIONNAIRE**

As already stated the basic requisite of any research study in the appropriate data which can be collected with the help of a schedule or a questionnaire. questionnaire is a formalized, sequential array of questions designed in a way which is ideally suited to elicit information from someone, who is administered the questionnaire. There are seven distinct, though interrelated areas in relation to the designing of a
questionnaire. These are: (1) Preliminary considerations (2) Question content (3) Question wording (4) Response formal (5) Response sequence (6) physical characteristics of the questionnaire and (7) Pretest.

The relevant elements of each area are tabulated in the table below:

<table>
<thead>
<tr>
<th>TABLE: MAJOR DECISIONS ON QUESTIONNAIRE DESIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Preliminary Design:</td>
</tr>
<tr>
<td>[A] Exactly What information is required?</td>
</tr>
<tr>
<td>[B] Exactly who are the respondents?</td>
</tr>
<tr>
<td>[C] What method of communication will be used to reach these respondents?</td>
</tr>
</tbody>
</table>

| 2. Decisions About Question Content:          |
| [A] Is this Question really needed?            |
| [B] Is this question sufficient to generate the needed information? |
| [C] Can the respondent answer the question correctly? |
| [D] Will the respondent answer the question correctly? |
| [E] Are there any external events that may bias the response to the question? |

| 3. Decisions On Question Phrasing:            |
| [A] Do the words used have but one meaning to all the respondents? |
| [B] Are any of the words or phrases loaded or leading in any way? |
| [C] Are there any implied alternatives in the question? |

1 Tull & Hawkins, Marketing Research, Macmillan 1966, PP. 241-43
[D] Will the respondents approach the question from the frame of reference desired by the researcher?

4. Decision About The Response Format:
   Can this question be asked as an open-ended, multiple choice or dichotomous question?

5. Decision Regarding Question Sequence:
   Are the question organized in a logical manner that avoids introducing errors?

6. Decision On The Layout Of The Question:
   Is the questionnaire designed in a manner that avoids confusions and minimizes recording errors?

7. Decision About The Pre-Text:
   Has the final questionnaire been subjected to a through pretest using respondents similar to those that will be included in the final survey?

   Every study is bound to be based on relevant data. Hence, data collection is one of the most important responsibilities of any researcher. In this connection the questionnaire plays a very vital role.

   The secondary data on the other hand are based on second hand information. The data which have already been collected, compiled and presented earlier by any agency may be used for the purpose of investigation. Such data may be called secondary data. Secondary data
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Dr. H.S. GOUR UNIVERSITY, SAGAR (M.P.) : 470 003
PART - I : MAIN SURVEY
(CONSUMER ORIENTED INFORMATION)

Q.1 NAME of the Customer/Respondent..............................................

Q. 2 What is your Age Group :
   (A) 18-25 Years
   (B) 26-30 Years
   (C) 31-35 Years
   (D) 36-40 Years
   (E) 41-45 Years
   (F) 46-50 Years
   (G) 51 Years and above

Q.3 SEX :  (I) Male  [ ]  (II) Female  [ ]

Q.4 Address : ..........................................................................................
              ..........................................................................................

Q.5 Educational Background :
   A) Below Matric
   (B) Above matric & Below Graduate

(C) Post Graduate

(D) Professional (Graduate/Post Graduate)

(E) Technical (Graduate/Post Graduate)

Q. 6 Which one of the following groups best describes your household's total monthly Income: (tick / marks)

(A) Below Rs. 3000

(B) Rs. 3000-5000

(C) Rs. 5000-8000

(D) Rs. 8000-12000

(E) Rs. 12000-16000

(F) Rs. 16000 to above.

Q. 7 Professional/ Vocational Background:

(A) Blue Collar Work

(B) White Collar Work (Non-executive)

(C) Executive (Business & Govt.)

(D) Own Business (Non-Industry)

(E) Own Business (Small Industry)

(F) Own Business (Medium Industry)

(G) Own Business (Large Industry)

Q. 8 Including yourself how many members are there in your household:-

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, More than 10
Q.9  Have you ever bought a new vehicle?
   (i) YES [ ] (ii) No [ ]

Q.10  Whom did you consult?
   (A) Own Decision [ ]
   (B) Family [ ]
   (C) Friends [ ]
   (D) Mechanic [ ]
   (E) Driver [ ]
   (F) Dealer [ ]
   (G) Advertisement [ ]

Q.11  Buy it from:
   (A) Exclusive Show Rooms [ ]
   (B) Dealer [ ]
   (C) Nearest Shop [ ]

Q.12  Condition of the roads on which the vehicle is normally used:
   (A) Good [ ]
   (B) Fair [ ]
   (C) Poor [ ]
   (D) Very Poor [ ]
   (E) Combination of fair and poor [ ]

Q.13  Has your vehicle ever been involved in an accident:
   (A) YES [ ] (B) NO [ ]
If YES, how many times?

1, 2, 3, More than 3

Q.14 What were the extent of damages caused to your vehicle during this accident (S) and What was the nature of damages:

(A) No damage  (B) Minor damage

(C) Major damage

Q.15 Were there any problems in following:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Booking the vehicle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B) Contacting the dealer after booking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(C) Actual delivery of the vehicle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(D) Obtaining the desired Model Specification</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Colour etc.)

Q.16 When to buy the vehicles?

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----------------------------------------------------------------------------------------------------------------------------------

Q.17 Where to buy the vehicles?

----------------------------------------------------------------------------------------------------------------------------------
----------------------------------------------------------------------------------------------------------------------------------

Q.18 How much to spend for the vehicle?

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-----------------------------------------------------------------------------------------------------------------------------------
Q.19 What model of vehicle to buy?
(A) Two Wheeler ________ (B) Three Wheeler ________
(C) Four Wheeler ________

Q.20 Is this your first vehicle?
(A) YES ________ (B) NO ________

Q.21 How many total number of vehicles your family member own (including your vehicle)
(A) ONE ________ (B) TWO ________
(C) THREE ________ (D) MORE THEN THREE ________

Q.22 Which qualities do you expect of a vehicle:
(A) Initial Price ________ (B) Resale Value ________
(C) Average ________ (D) Maintenance ________
(E) Safety ________ (F) Comfortable ________
(G) EGO/Pride ________

Q.23 If you prefer one particular model of vehicles would you please mention a few most important factors that lead to your particular choice:
(i) __________________________ (ii) __________________________
(iii) __________________________ (iv) __________________________

Q.24 If you would like to change your vehicles which type of vehicles would you buy?
________________________________________________________________________
________________________________________________________________________
Q.25 For your new vehicle what was the time taken between booking and delivery?

(i) Promised Delivery time ....................... Weeks

(ii) Actual Delivery time ............................. Weeks

Q.26 Have you ever faced any problem from Govt. authorities such as Registering the vehicle, making driving license, challan by traffic police specify:

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-------------------------------------------------------------------------------------------------

Q.27 What was the total (on road) Price paid for the vehicle.

Rs. ..............

28 Did you pay any premium for your vehicle at the time of purchase over and above the market price?

(A) YES [ ]  (B) NO [ ]

Q.29 What were the terms of the warranty scheme:

(State the number in each case)

(i) Valid for ......................... months.

(ii) Valid for ......................... Kms.

(iii) Valid for ......................... free check-ups.

Q.30 How satisfied are you with the overall booking and delivery process:

(A) Very Satisfied [ ]
(B) Some What satisfied

(D) Not Satisfied

Q.31 Customer purchase a vehicle from Retailer for whom?

(A) OWN

(B) For his daughter

(C) For his son

(D) for his wife

(E) any other person

Q.32 Have you ever had maintenance or replace parts at a company authorised service center ?

(A) YES (continue)

(B) NO (Go to Section a)

Q.33 If your friends were to buy a vehicle would you recommend, the model you own ?

(i) Definitely would recommend this model

(ii) Definitely would not recommend this model

(iii) Con't say

Q.34 A customer is:

(A) Urban (B) Ruler

Q.35 Would you purchase a vehicle from own pocket are under any purchase scheme.

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-------------------------------------------------------------------------------------------------
Q.36 Are you satisfy after sales service?
(A) Very satisfy   (B) Some what satisfy  
(C) Not Satisfy

Q.37 Are you satisfy with the availability of the spats and their prices?
(A) YES   (B) NO
PART-II: SUPPLEMENTARY SURVEY
(RETAILER ORIENTED INFORMATION)

Q.1 Name of the Retailer:

Q.2 Constitution of the firm:

[A] Partner Ship
[B] Proprietor Ship
[C] Private Ltd.

Q.3 Dealer of the following company:

1. 2.
3. 4.

Q.4 What is your capital investment approximately?

[A] Fixed Capital
[B] Working Capital

Q.5 Who are your major customers?

[A] Business men
[B] Salaried Class
[C] Students
[D] Farmers
Q.6 What are customer preferences as regards colour in Motorcycle/Truck/Tractor/Car.

Q.7 What are customer preferences as regards accessories are concerned?
(Do they buy from the Dealer or from spare parts Retailer in the market).

Q.8 Do you have any arrangement for financing the vehicle to the customer.

Q.9 What are the major complaints which you get from customer after Delivery of vehicles.

Q.10 Would you have any arrangement for registration of the vehicle at the R.T.O. Office or the customer make their own arrangement.

(अ) व्यापारी (ब) वेतन भोगी (स) विद्यार्थी (द) किसान
Q.11 What do you think are the various factors which a customer consider before buying a vehicle:
[A] Price
[B] Engine horse power (H.P.) or B.H.P.
[C] Colour
[D] Fuel Average Economy
[E] Maintenance
[F] Finance
[G] after sales service
[H] any other
आपकी समझ से वे विविध कारक कौन से हैं जिन पर उपभोक्ता वाहन खरीदने से पहले विचार करता हैः
(अ) मूल्य
(ब) इंजन हार्स पावर
(स) रंग
(द) औसत ईधन
(ई) रखरखाव
(फ) धारण लेने संबंधी
(ग) आफटर सेल सर्विस
(र) अन्य कोई

Q.12 Who is the final decision maker while the vehicle is purchased -
[A] Father
[B] Mother
[C] Son
[D] Daughter
[E] Friend
[F] Relatives
[G] any other
वाहन खरीदने के संबंध में मुख्य निर्णय कौन देता हैः
(अ) पिता
(ब) माता
(स) पुत्र
(द) पुत्री
(ई) दोस्त
(फ) रिश्तेदार
(ग) अन्य कोई

Q.13 What is the Influencing factor while the vehicle is purchased.
जब वाहन खरीदा जाता है तब कौन सा कारक उसे प्रभावित करता हैः
means data that are already available i.e. they refer to the data which have already been collected and analysed by someone else. When the researcher utilize secondary data then he has to look into various source from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data. According to W.A. NEISWANGER "A primary source is a publication in which data published by some authority which has gathered and analysed them. A secondary source is a publication reporting data which has been gathered by other authorities for which others are responsible".

Secondary data may either be published data or unpublished data. Usually published data are available in various publications of central, state and local governments; various publication of foreign governments or international bodies and their subsidiaries organisations technical and trade journals, books, magazines and newspapers reports and publications of various associations connected with business and industry, banks, stock exchanges etc. Reports prepared by research scholars, Universities, Economists etc. The sources of unpublished data are many they may be found in diaries, letters unpublished, biographies and autobiographies also may be available. With scholars and research workers, trade associations and other public/private individuals and
organisations. I have in consideration the following sources for the collections of secondary data.

**Internal Sources**

Internal source includes company profit-loss statement, balance sheets, Sales figures, Sales call reports, invoices, inventory records, and prior research reports like Bajaj auto Ltd, Telco, Escorts, Hero Honda (Munjals), Mahindra & Mahindra and any other Automobile company’s balance sheet. Books & Magazines sources-In this segment I have consulted following Magazines & Books Auto India, Indian Auto, Moter India, Bussiness India, Bussiness world, Motorola, Over Drive, Eco Affaires, The Hindu Business Review etc.

**Newspapers**

Usually published data are available in News papers I have consulted following newspapers to collect the secondary data in The Economic Times, The Indian Express, Times of India, Financial Express, Nava Bharat Time etc.

**Journals**

I have consulted following journals to collect secondary data, Indian journal of Industrial relations, Foreign Trade Review (New Delhi), Foreign Trade Bulletin (New Delhi).
Paradigm vol. 1 No. 1, Journal of the Japanese & International Economics No. 9 & 8 Harvard Business Review (July-August) etc. and some other sources are included to collect secondary data. One of the most important books in India's Business houses, Bajaj Today June 1997 (for private circulation only), AIAM year books 1992 to 1997 (Association of Indian Automobile manufactures).

Government Published Source


Private Source

Journal of marketing, India Journals of Marketing, So the data collection is the process of obtaining valuable and reliable information for purposes of research.

DATA LIMITATION OF THE STUDY

In the accomplishment of any objective there are usually arises certain problems and limitations some of the problems and limitations faced by me while conducting the survey are as follows:

[A] Primary research becomes very difficult is some areas due to certain religious and cultural habits of the people.

[B] It is also difficult to establish the comparability and equivalence of datas, conducted in different contexts.
[C] The facts on which information was collected may not be relevant for the present enquiry. They might have been collected in abnormal circumstances, the time at which the datas were collected may not be relevant now.

[D] The data might have been influenced by the personal prejudices and bias of the investigator.

[E] The secondary data might not contain the degree of accuracy desired, therefore they may not be acceptable for the purpose in study of consumer behaviour.

[F] Non corporation by some of the respondents.

[G] Lack of time devotion by some of the respondents.

[H] survey was made according to the convenience due to lack of travelling facility.

[I] Poor working conditions due to bad weather.