CHAPTER – III
RESEARCH METHODOLOGY

INTRODUCTION

This chapter deals with the methodological evaluations that are supposed to be considered while studying marketing strategies of the service provider taking under consideration the demographical differences and the consumer purchase. Assembling information from a particular source, analyzing the information collected and by the means of collecting this information is what is meant by methodology of a study. It is required to choose apt research design and methods to conduct this study for which a focused strategy is needed to be taken under consideration. Independently, the emphasis is laid on ‘positivism’ or ‘phenomenology’ as both of them make up to be the most significant aspects of business research (Saunders, Lewis, and Thomhill, 2000). It is important to notify here to establish a relationship between research and theory i.e. either the research was conducted due to the theory which means a deductive approach or whether the theory born out of the research that was so conducted which signifies inductive approach. The reason behind the importance of taking research design under consideration is that it can help in guiding whether the research is desired to be exploratory based on interviews/observations and focus groups or should it be casual based on the ethnography or true/quasi experiments or should it be a questionnaire survey i.e. a descriptive approach. This leads to the extraction of strategies from the research design whether they are desired to be qualitative or quantitative and what methods does the research underlines for data collection and analysis.

The multi-faceted nature of reality is well depicted by this research as it undertakes both phenomenological as well as positivist approach. Phenomenological approach sets the limitations of a perspective by analyzing how to tackle different problems and being opened to the emergence of new solutions to a problem. The study reflected two broad approaches, one which was primarily deductive in nature and the other one which is less inductive in approach. The clarification of the study was carried out with the help of the deductive approach with the help of theories and hypotheses. On the other hand, the motive behind using inductive approach was to feed the data from the new findings in the pre-existing theories and concepts. Both qualitative as well as quantitative measures were taken into consideration. Qualitative strategies of research
include live interviews, focus group and observations whereas quantitative approach is based on surveys conducted through live interviews on a vast wilderness. Therefore, a descriptive design is succeeded by exploratory analysis. On one side, when qualitative data is analyzed on the basis of the content, quantitative data is analyzed on the basis of statistics and discriminant based approach is complied. The chapter will be conceptualizing the hypothetical, theoretical and objectives of the study.

**RESEARCH DESIGNS**

The first thing that appears as a huge portrait is whether the methodology of research which is being conducted is "positivist epistemological or positivism" or "phenomenological" (Burrell and Morgan, 1979; Daft and Wiginton, 1979; Gill and Johnson, 1991; Morgan, 1986; Woodruffe, 1996). These are the methodologies which are held liable for contributing the sort of activities a research takes up and the goals it desires to achieve. The basic reason behind choosing positivism is because it deals with a scientific approach focusing on ‘testing of theories’ (Gill and Johnson, 1991, pl32). Positivism’s main motive is “to exclude any subjective matter which is intangible to being meaningless” (Gill and Johnson, 1991, pl32). Our passive and neutral approach and stimuli to situations and sensory inputs are largely responsible to construct the grounds of positivism (Gill and Johnson, 1991, pl34). The research has been prolonged to find out an appropriate natural science model to study society (Bhaskar, 1989). Also, the major area of concern is to carry forward a ‘scientific approach’. Therefore, a new term has been added along with positivism by the researchers to make their objectives clear i.e. ‘phenomenology’. Basically, ‘phenomenology’ is responsible for explaining the interpretation of the social moves and actions and their affect over the course of time (Daft and Wignton, 1979; Weber, 1947). It takes into considerations various complex facets of the study. This research intervenes into studying the behavior of a costumer in buying readymade branded garments in the states of –Punjab and Haryana. The dealing of the research comprises retailers and also their sales executives in order to reflect their sales to customers. In accordance to the methodological scenario, this is explicitly a social activity where group of people put their heads together to agree on a common perspective of purchasing an item. It is believed that an effective research methodology is the one which takes under consideration the various aspects of reality (Burrell and Morgan, 1979). Therefore, phenomenological approach is better than the positivist approach Morgan (1986) who also claims that people who consider the multi-faceted
perspective of a situation in a research are proved to be advantageous over those who commit to focus on one aspect.

They can consider a wide prospect as they can study problems from various points of views and extract a number of different solutions to tackle these problems. On the contrary, the main objective of positivism is to ensure how to represent the aim of the study in consideration with the reality. This goal can be achieved by the following processes of research and design (Cooper and Emory (1995)).

A good research must consider a scientific approach (Burrell and Morgan, 1979; Daft and Wiginton, 1979; Hirschman and Holbrook, 1986; Gill and Johnson, 1991; Elliott, 1994; Woodruffe, 1996). According to Hirschman and Holbrook (1986), phenomenology plays a vital role but not solely responsible for developing a basic understanding of the costumer. Also, it is observed by Elliott (1994) that a positivist approach is more of the superficiality rather than stressing upon meaningful knowledge. Therefore, considering this context, it is feasible to undergo both the approaches of positivism and phenomenology. To affiliate the science of this study, many approaches are considered namely, design (descriptive and explanatory), research nature (deductive and inductive), methods (survey, focus groups, observations and interviews) and strategy (quantitative and qualitative).

**SELECTION – RESEARCH DESIGNS**

One important thing to decide in research designs is that which one of the two-data or theory should come first. On the other hand, deciding the deductive or the inductive approach that the researchers should use (Gill and Johnson, 1991). In a deductive approach, it may or may not be confirmed the nature of the research and whether the researcher starts with a theory or with a hypotheses. The major advantage of this approach is that the research is well aware of what exactly is the agenda to be studied. So the process goes like Theory -> Hypotheses -> Data Collection -> analysis -> findings -> hypotheses -> confirmed or rejected -> revision of theory. Processing the mentioned way, the study may become more efficient and pacey but results can be more trivial.

Inductive approach is exactly opposite to deductive. As the researcher finally winds up his/her findings of theory that evolved the entire process, thus, indulging
induction (Glaser and Strauss, 1967). The research findings linked with a proper agenda of enquiry are fed back into the theories. According to, Burrell and Morgan, 1979; Daft and Wiginton, 1979; Gill and Johnson, 1991; Morgan, 1986; Woodruffe, 1996), the differentiation of inductive and deductive research is done on the basis of research methodological foundations. Taking the research and findings of the sections under consideration, it can be inferred that the two research methodologies form two entirely different bunches of research nature. Therefore, deductive approach has taken into consideration the positivism and natural scientific model. On the contrary, inductive research lays emphasis on an individual perspective of analyzing and interpreting the social scenario. Therefore, this study determinates the deductive approach than the inductive approach.

According to Churchill (1991, pl27), marketing research design is defined as the guide to analyze and collect data. It is the foundation that is followed to complete a study. It is this research design that takes the assurance that the study will be conducted in the desired context with proper procedures (Churchill, 1991; Frankfort-Nachmias and Nachmias, 1992). According to (Aaker and Williams, 1998; Chisnall, 1997), research design is divided into three main categories- casual, exploratory and descriptive design.

CAUSAL RESEARCH DESIGN

Causal research design basically, focuses on the cause and effect relationship. Following points can be considered to explain the same:

1. To verify hypotheses
2. To determine which of the variables are termed in the category of cause and which among them will be considered under effect of marketing analysis.
3. To clarify the sort of relationship between the effect to be verified and the causal variables. (Malhotra and Birks, 2000, p84)

According to (Malhotra and Birks, 2000, p84), it must be taken into brief account that the causal variables should be monitored under control as they may affect the dependent variable in such a way that this might cause manipulation during the inference of the result of causality. This is concluded by causal research design being deductive in nature. Methods that include causal design are ethnography, quasi experimentation or action research and experimentation. These methods require a field scenario such as the
researcher who would put inputs to develop the research, participants like the firm or the customers and environment such as market place and customer space. Therefore, the causal research has to undergo to face the constraints of administration, time and cost. The major goal behind conducting this study is to analyze causality and examining customer’s views about readymade garments.

EXPLORATORY AND DESCRIPTIVE RESEARCH DESIGN

After taking into a consideration a brief account of study of marketing and business oriented reviews, it was decided to add descriptive and explanatory approach (Lazer, 1974; Churchill, 1991; Kervin, 1992; Aaker and Williams, 1996; Frankfort-Nachmias and Nachmias, 1996; Chisnall, 1997). This was taken in account in order to study problems related to research analysis and accordingly devising methods to produce hypotheses for verification (Churchill, 1991; Ghauri et al., 1995; Seilitz et al, 1976). According to Malhotra and Birks (2000), the descriptive research can be formulated in the following perspectives:

- To suggest alternated to be acted upon
- To make hypotheses
- To prioritize things for research ahead.
- To present a problem more accurately
- To keep key variables for examination
- To develop a specific approach to a problem

Explanatory research is accountable for the following objectives of study:

1. Examining the sales executives skills and strategies of selling products
2. Studying the marketing skills and comparing the two states- Punjab and Haryana.
3. Assessing the behavior of customers to purchase goods.

Consumer behavior is critically taken into consideration to study demography, retail marketing strategies and branding. At the same time, it focuses on the perspectives that influence the consumer society for purchasing goods that are the brand marketing, cultural features and consumer’s behavioral characteristics. Interaction of people among each other branding about a product, patterns and effects of consumption of a specific cultural effect, interrelationship between behavior and attitudes marks the influence of
selling of a product in retailing. Studying the factors responsible for determining, identifying and clarifying the consumer behavior are the major objectives. The study also deals with developing strategies to increment business in the retailing sector and also encouraging their employees in an innovative manner to enhance their selling skills.

A glimpse of the scenario of quantitative methodology in product marketing (e.g., Chisnall, 1997; Hooley and Hussey, 1995; Marketing, 1998) as well as quantitative studies of behavioral aspect of consumers (e.g., Britt, 1970a; Rosecky and King, 1996) which signifies that a questionnaire based approach of research is the best suited way for data generation for the particular research. Therefore, the variables erupted in the previous sections and earlier research were fed into the data in the form of a questionnaire which allows various techniques such as ranking list of values and values on a Linkert – type scale.

**QUANTITATIVE DATA ANALYSIS**

Data was analyzed taking into consideration SPSS (Statistical Package of Social Sciences) which was based on the questionnaire that was coded. Various forms of data was analyzed such as univariate, bivariate and multivariate (Bryman and Cramer, 1994; Malhotra, 1996) that could be held liable for this research survey which was indicated by a brief glimpse of research methodology. According to Cheung, 1999; Peterson, 1994; Steenkamp and Baumgartner (1998), the standardization of analytical procedure with factors like Principle Component is in the review of the consumer literature. On the other hand, another review of this research (e.g., Durvasula et al., 1993; Hui and Triandis, 1985; Joreskog, 1971; Netemeyer et al., 1991; Steenkamp and Baumgartner, 1995; 1998) represented that the model based on factor analysis is the most dynamic approach considering the versatile nature of testing cross-cultural measurement invariance.

It is well observed from the cross-cultural literature of research that statistical analysis is the prime tool for effective and clear results of hypothesis (e.g., Grunert and Scherhom, 1990; Munson and Mcintyre, 1979; Soutar et al., 1999). Also, it is the ‘two group analysis’ which is believed to be most appropriate for a study to be conducted (Green et al., 1997; Malhotra and Birks, 2000; Soutar et al., 1999; Utsch et al., 1999). It is mandatory to note that before the real study is conducted, it is the pilot study which is taken under consideration which is used to mark the factors responsible for marketing strategies and consumer behavior. The techniques used for quantitative data analysis are
frequency, chi-square test, factor analysis, cross tabulation, Kruskal Wallis test, Mann-Whitney test.

Frequencies refer to the number of responses per value of a variable and expressing the result in terms of percentage per response (Daniel and Terrell, 1992; Einspruch, 1997; Field, 1971). Frequencies along with cross tabs and chi-square analysis were used for the assessment of profile related demographics of respondents as well as the unstructured survey questions in accordance with their response pattern. The relative values of frequencies are noted to be in percentage giving rise to a table including the frequency count, cumulative frequency and their respective percentage for all the associated values of the variable. The mathematical analytical techniques such as mean and standard deviation were used to assess the age of the consumers.

Cross-Tabulations Analysis was used to determine a single variable and the association of this variable with other multiple variables.

Chi Square Test of Independences was used when two variables belonging to the same sample are being tested (Welkowitz, Ewen, & Cohen (1991, pp. 293-297) and Daniel (1990, pp. 181-185)). Reynolds (1984, p. 36)) suggests that going by the percentage scale of 2X2 contingency tables helps in detecting the patterns of independent departures. Describing the attitude, behavior and intentions of customers depends upon the inter-connected relationships (Ajzen and Fishbein 1980). The tool used was chi-square that describes the strength of associations among different variables.

Likert Scale is used for a number of analytical domains such as behavior, marketing, healthcare and utility. Likert scale requires all the participants to verify their level of agreement while responding considering a response level between five and seven. The distinct features of a Likert item data scale are tied number, restricted range and discrete values. Likert scale data analysis exist in conflict with the perceptions of scholars to justify whether the Likert scale should be used along with non-parametric statistics such as the rank-test which is based on the Mann Whitney Wilcoxon (MWW) or the parametric statistics such as the t-test (Carifio & Perla, 2008; Jamieson, 2004). On one hand where Nanna and Sawilowsky (1998) gave greater preference to MWW test in almost all the investigative cases on the counterpart many other analysts such as
Gregoire and Driver (1987) were still in dilemma of either to use the t test or the rank test (MWW) in a simulation study of five-point Likert test.

*Mann Whitney Test Statistics* were used to compare the response of two groups and to analyze it. The extension of groups can exceed to four to five groups at times as well. The comparison is assessed with the help of *kruskal-wallis test*.

*Factor Analysis* is responsible for determining that whether a set of items is homogenous within a sample or and ensuring the selection of homogenous items (Allen & Yen, 1979:130). Simplifying the statement it means that factor analysis simplifies the designing of questions for the questionnaire in such a way that the questions developed are easier to be understood and more meaningful. It is important to notify that the variables used for factor analysis must be descriptive in nature for the purpose of theoretical and exploratory research. The possible percentage of variance was extended to a few more factors extracted from the factor analysis. The factors that were a gradual result of the un-rotated factor matrix that explained the inter-linking between different individual variables could not be properly interpreted due to the enhanced correlation of the factors along with a number of variables. This was the reason rotation method was taken into consideration to simplify the factor matrix and make it easier to interpret. VARIMAX procedure was the method used in the rotation of factors which resulted in orthogonal factors (Malhotra and Birks, 2000).

**PILOT STUDY**

Social science research uses two different ways to explain *pilot study*. The preparation done for major studies include small scale versions or trial runs which are considered a part of the feasibility of a study (Polit et al., 2001: 467). At other point, pilot study can be considered as the pre-verification of a specific tool of research study (Baker 1994: 182-3). Pilot study keeps in track with one of the major requirements of information such as pre-knowledge of the fact where the study might fail, the protocols might not be contemplated or the given instruments might be inappropriate or way too complex for the study to be conducted. As De Vaus (1993: 54) says, “do not take risk, take pilot first and foremost.”

The basic agenda of conducting a pilot study is to assemble all the prior information on the minutest level before conducting a major study on a greater level. In
according to Tashakkori & Teddlie (1998: 47), it is the qualitative data collection and information for the assessment of a relatively unexplored topic before formulating and developing a major study on the basis of quantitative analysis. The initial phase of this study indulges surveys and group interviews or taking in consideration the judgment and observations of a community which later on adds up to the phases of designing major questionnaire surveys. The same criteria was followed in the research study as well when consumers were surveyed and questioned on the basis of their qualitative approach and analysis of a particular subject of study.

The next area of concern is to determine the framing of questions for the survey to be asked from the qualitative groups of people for analysis. The final pilot way questionnaires should be distributed and collected. Same was the case during conducting this study as well. On a primary basis, a sample of 50 odd customers and 25 retailers were being considered to assess the questionnaire that was framed for the major survey.

**INSTRUMENTATION**

Case study, interviews and survey methods were extensively used in order to carry out efficient research. According to behavioral sciences, survey method is considered as the finest methods to conduct the initials of a research (Issac & Micheal, 1990), whereas interviews are the perfect mean to explore the qualitative point of view of various practitioners and their varied perspectives (Whitman and Woszczynski, 2004). On the other hand case study methods are formulated to consider the study of a detailed account of the subject be it an event, a group or an individual. It concentrates on a systematic way of data collection, understanding and compiling the data, analysis of information, reporting and inference and finally, taking out result (Yin, 2009). Thus these methods account for a better and more efficient information gathering and analysis of data.

A questionnaire was developed to prepare an efficient survey. The questionnaire focused on the designing of questions such as these will examine the behavioral sciences of a consumer while purchasing readymade garments and also noting down the views and perceptions of strategies of the retailers as well as their employees in order to sell their products to a large variety of consumers. This instrument was classified into three categories namely:
Part A comprised the strategies and planning of the retailers and the respondents while skillfully convincing and attracting customers towards their items. The respondents were surveyed on the basis of mass media role, information technology, data warehousing and customer policies.

Part B consists of the customers as the respondents to the questionnaire of the survey wherein, they were asked about their shopping experiences about a particular store they chose and their perception and mentality behind purchasing a specific product.

Part C described the survey being conducted upon the respondents as the sales executives who shall provide suggestions regarding skillful selling strategies to improvise upon the conditions of a particular garment outlet. These perceptions were carefully considered to carry forward the practices of a specific organization efficiently.

DATA COLLECTION

A general approach may consist of various forms of data collection techniques. A research analyst would look forward for multiple sorts of data collection techniques going by the depth of efficiency each method would hold keeping in mind a number of factors such as:

- Estimated cost, expected level of measured errors, expected quality of collected data, predicted non response rates and the duration of data collection term (Lyberg and Kasprzyk, 1991). There is a wild possibility that a given answer may not satisfy the requirement of a question which could be probably because of a lack of appropriateness in the techniques developed for data collection (Kerlinger, 1986).

The techniques of data collection considering the geographical areas a technique called Stratified sampling technique was adopted to determine the skills of the retailers and sales executives. This was taken up as a project in sector 17, 22 and 35 of Chandigarh where retailers and sales executives of various readymade garments were selected randomly and surveyed upon. A number of customers from the states of Punjab and Haryana were selected and asked through a technique called Simple random sampling. Out of the total of 600 people in the survey, 150 were retailers and 300 were the customers from Punjab and Haryana and 200 were sales executives.
RESEARCH OBJECTIVES/ HYPOTHESIS

The ‘what’s’ and ‘how’s’ of a research methodology play a very vital role to construct the prime foundation of any research study (Yin, 1989:19). Considering the case of this particular research, the pre understanding of marketing wasn’t just precise enough to formulate questions of survey. Therefore, a more in depth knowledge of the scenario was pre requisite to have a better formulation of questions. This gave rise a number of subsets of questions being iterated from the actual study.

The study was then jeopardized in the following objectives:

1. To discover the trends of marketing in terms of readymade garments in India.
2. To focus upon the environment of regulation in the marketing of readymade garments.
3. To make suggestions on the marketing strategies considering the analysis of marketing strategies
4. To determine and examine the consumer behavior while buying the products.
5. To study and compare the marketing practices being followed in the states of Punjab and Haryana.
6. To assess the perceptions of the sales executives and determine the situation based on the management of the merchandise in the readymade garments sales.

\( H_01: \) The marketing practices were similar of the retailers from Punjab and Haryana

It refers to the marketing practices such as strategies of marketing, customer identification, mass media effect, marketing plans, brand building, favorable factors, overall satisfaction and customer policy are being considered. These were the parameters on which the analysis was performed. The first session of questionnaire is depicted by diagram 3.1.

\( H_02: \) The demographic profile of customer has no effect on its buying Behavior in retail marketing

The behavior of customers to purchase the products was assessed through the following parameters such as perception on shopping experiences, promptness
parameters and merchandise. The second section of questionnaire is well defined and described by figure of diagram 3.2.

**Figure 3.1: Conceptual Research Analysis Diagram of Retailers Questionnaire**

**Figure 3.2: Conceptual Research Analysis Diagram of Customers Questionnaire**

\[ H_{03} : \text{The perception of sales executives were similar, from Punjab and Haryana} \]
It was in reference to the sales executives and the merchandise to proliferate their perception regarding improvising the business through a number of techniques. The parameters considered were *self-analysis and advices- policies, reasons and improvisation*. The following figure describes the third section of questionnaire.

**Figure 3.3: Conceptual Research Analysis Diagram of Sales Executives Questionnaire**

![Diagram](image)

- **Chi Square Test:**
  - *Self Assessment*

- **Mann Whitney Test:**
  - *Suggestions: Improvisation, Reasons & Policies*
References


