Chapter 3: Research Methodology
CHAPTER 3
RESEARCH METHODOLOGY

A document of any written material the purpose of which is to study the acute criteria of the present knowledge consisting of the functional results as well as speculative and procedural assistances to a specific subject is known as literature review. These reviews are taken under secondary data as these results do not report an original or new experimental study.

It is most commonly related to texts and researches like as in a thesis where a review of the literature often comes before any results section and research proposal. The final goal of this is to give the reader the latest information with the help of the present literature on a subject and makes the base to set another objective, to plan the future research which can be done in that field.

A well-planned review of the literature is featured by current and relevant references with consistent, logical flow of ideas; proper use of terminology; an unbiased and comprehensive view of the previous research on the topic and appropriate referencing style.

a. Definitions
A review of the literature is an explanation of the studies related to the special topic or field. It provides an outline of what has been sis the title, who may be the writers, what questions may be asked, what methodologies and methods are useful and appropriate and what are the prevailing hypotheses and theories. It reports on other findings and as such, it cannot be called as a primary research.
One more definition of the review of literature is as follows:

"A review of literature utilizes database reports of original or primary research; it doesn’t convey any new main research. The primary data used in the review of literature can be verbal also but in most of the cases and reports written documents are preferred. The kinds of researches can be theoretical, empirical, methodological or critical /analytic, in form. Secondly a review of literature looks forward towards describing the summaries, evaluating, integrating and/or clarifying the subject of main data."¹

3.1 RELEVANCE IN RESEARCHES

Relevant literature is summarized in the Researchers usually to provide an introduction to the research topic. The review of literature gives the person who reads a basis for obtaining information on the present evidence on a subject and highlights the importance for the new research.

The review of literature is the methodological assessment which is focused on a problem of research that makes efforts to appraise, synthesize and select all good quality studies and evidences related to that subject. Procedural studies of good-quality randomly controlled experiment are vitally based on evidence. A considering of reviews and the way to implement them regularly is becoming compulsory for all specialists including in the transfer of health care. Procedural studies are only limited to medicine and are seemed to be common in other faculties such as psychology, sociology and educational research.

A review which is systematic projects to give a thorough summary of the literature related to the subject. The first stage of a
methodical review is a exhaustive search of the literature for pertinent studies. The Methodology part of the literature will contain the data and citations which are indexed and searched, like Pub Med and Web of Science, along with any personal journals. Furthermore, the abstracts and the titles of the articles identified are checked in contradiction of previously planned criteria for relevance and eligibility. Every paper may is given an assessment objectively of procedural excellence with the use of the rating system similar to the jaded scale. Methodical reviews most frequently uses statistical techniques (meta-analysis) to conglomerate results of the applicable studies and also the scoring of the results obtained depending on the methodology used. Methodical review is mostly applied in the healthcare or biomedical setting, but it may be applicable in any pitch of study. Sets like the Campbell Collaboration are endorsing the use of methodical reviews in making policy outside just healthcare.

The methodical review utilizes a transparent and objective approach for investigation purposes, with the objective of minimum biasedness. At the time when many methodical reviews are settled on an unambiguous quantitative analysis of data available, there are also reviews which are qualitative which stick to the for gathering values, reporting and analysing evidence. The EPPI-Centre has been powerful in emerging procedures for combining both quantitative and qualitative study in methodical reviews.

Latest growths in methodical reviews comprise realist studies, established by Ray Parson and Trisha Greenhill. The narrative approach was given by Greengage and his colleagues. These methods try to take
over the difficulties of epistemological and methodological heterogeneity in the varied literatures present on some topics.

Various studies have earlier been carried out by various researchers in the field of customer preferences and satisfaction:-

Monika S.Garg, IAS, Manoj Jain, B.B. Paul, S. Ulaganathan (2012) analysed that handloom forms a precious part of generational legacy and exemplifies the richness, which has been kept alive by skilled weavers engaged in the age-old tradition of weaving. The weavers with their skilful blending of myths, faiths, symbols and imagery provide their fabric an appealing dynamism. Technological developments have been implemented in different handloom pockets and results have been documented in terms of improved earnings of the weavers the attempt is to make a case for stronger focus and greater attention to protect and promote the handloom sector.

Marof Redzuan and Fariborz Aref (2011) studied to recognize the potentials and constraints confronted by handicraft sector in a underdeveloped and peripheral parts of Malaysia. This study was conducted in the Districts of Tumpat and Kota Bharu in the State of Malaysia and Kelantan. The study targeted the workers and entrepreneurs in the batik and silverware handicraft industries, and it also included villagers who were indirectly involved in these enterprises. The study also looks to place the handicrafts manufacture in Kelantan in the broad theoretic framework of rural mechanisation and the expansion of peripheral and traditional rural areas.
Muzammil Hanif, Sehrish Hafeez, Adnan Riaz (2010) studied on factors affecting customer satisfaction to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand. Customer satisfaction is established when brand fulfils the needs and desires of customers. In this research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc. operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services. Conclusion and implications of the study were also discussed based on the analysis.

Dr. D. Mahesh, Dr. SW. Rajamanoharane, and, and Dr. B. Sudhakar (2008) stated that India is a country with enormous resources which attracted many countries to utilize and enhance their economy at the maximum level. This affects employment opportunities for the most of the people living in rural areas which enable to go for urbanization for employment purpose, to pursue an employment and to manage their day to day life. The rapid development of such a kind of industries in the village area is very much necessary for the development of our nation as well as to make people economically independent. Rural development is the backbone of Indian economy. Government is trying its level best to overcome the problem of rural unemployment.
Patrick De Pelsmacker, Wim Janssens and Caroline Mielants (2001) examined and identified four value-related categories of costumers namely ascetic idealists, value-conscious costumers, value sceptics and hedonic self-seekers. To a lesser extent the value-conscious costumers and the ascetic idealists possess a more positive attitude towards fair-trade shops, fair-trade products and general fair trade. These people buy trade fair products frequently and expend more money on trade fair products. They are mostly favour the application of the methods to propagate the trade fair policy. Self-seekers are hedonic and have the negative behaviour and attitude regarding fair trade.

Rita C. K., Shirley, Nancy J. Miller and Niemeyer (1996) analysed that a potentially profitable product category for retailers in tourist regions is handcrafted items. Porter’s theory of competitive strategies served as the guiding framework for this study, which examined competitive strategies used by retailers who market crafts to tourists. Craft retailers in three Midwestern states responded to a mailed questionnaire about their businesses and their selected tactics for competing in the crafts retail market. Retailers relied on strategies which minimize the working costs at the time of bearing in mind the uniqueness, innovation, and quality as important in their marketing exertions. Store type an number of years in business affected which strategies were used.
3.2 RESEARCH GAP

After the review of above literature, I found that no specific study was done on consumer preference and satisfaction level of consumers with specific reference to handicraft items in Jaipur city.

3.3 RESEARCH METHODOLOGY

The Study consisting research is known as Research methodology. The word research consists of two syllables namely “Re” and “Search”.

“Re” is the Prefix which means ‘Again or a new or over again’ and “Search” has the proper sense of ‘To investigate carefully and closely’ or ‘To try and test’.

Both these syllables form a systematic, careful, investigation and patient study in any knowledge field which is undertaken in order to develop policies.

Research may also be described as-
1 Scientific Search and Systematic for getting applicable answers on any precise subject.
2 Search of Knowledge.
3 Research is a undertaking from the unknown to the known.
4 It is the journey of detection.
5 Scientific enquiry into a subject.

In the words of Blumer,

“Research is primarily committed to establishing systematic, reliable and valid knowledge about the social world”.
The purpose of the study was to study on consumer preference and satisfaction towards selected handicraft items (with special reference to Jaipur city). 100 retailers of handicraft industry and 300 consumers were selected from all over the city. Self-developed questionnaires were prepared in order to assess the preference of consumer and retailers separately. The questionnaires were administered on them. 36 result tables for the questionnaire of retailers and 29 result tables from questionnaire of consumers were made.

Content analysis of the data obtained was done and tables were formulated. There was no restriction on the consumers and retailers to select any one option while answering. Many consumers and retailers have answered either by ticking more than one option or by leaving the question without answering. The interpretation of the tables is divided into two sections. The first section contains the interpretation of the tables obtained by the analysis of the questionnaire which was filled by retailers. The second section includes the tables and interpretation obtained by the analysis of the questionnaire which was filled by consumers. Interpretations of the results were drawn.

a.) **Research Methods**

Research methods can be explained as all those techniques or methods which are used by a researcher for directing a research.

1. Library Research
2. Field Research
3. Laboratory Research
Steps of doing research -

1. How the Research problem has been defined?
2. Why a particular research study has been undertaken?
3. Why a particular technique of analyzing data is used?
4. What, why and why the hypothesis has been formulated?
5. What deletion was made?
6. What was the conclusion?
7. How the collected data were interpreted?
8. Finally what was the solution for the Research Problem?

This research is distinctive because it reveals common patterns in consumer decisions to buy handicraft items. The focal point in this research will be to explore the relationship between customer preferences and satisfaction of handicraft items at Jaipur. Therefore, in this study a field survey will be conducted in different customer groups. The objective of the field survey will be to capture customers' preference of value and product image at an experience stage.³

b.) Sample

Since the study envisaged and classified under two categories and to fulfil the objective of study. It was decided to target the following samples:

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<tbody>
<tr>
<td>Consumers</td>
<td>300</td>
</tr>
<tr>
<td>Retailers</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>450</strong></td>
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3.4 OBJECTIVE AND SCOPE OF THE STUDY

1. To analyze the preferences of consumers regarding selected handicraft items.
2. To evaluate the overall customer satisfaction in the purchase of selected handicraft items.
3. To identify the constraints and challenges faced by the retailers of handicraft industry at Jaipur city.

3.5 RELEVANCE OF THE STUDY

The development of handicrafts in the country has been increasingly export-driven. India’s principal export sectors are indicated below. These sectors account for very high employment potential, perhaps the highest among all product sectors, and also value-added component as much as the net foreign exchange earnings. Handicrafts are one of the major export categories of Indian trade with important
assistance taken from Rajasthan. However, the handicrafts industry of Rajasthan is faced with several problems such as Unorganized marketing and inadequate market information; Changing tastes of customers High prices with poor quality Insufficient help appliance for development of the product, interruptions of the power and other infrastructural deficiencies. Insufficiency of raw material at suitable prices, absence of instrument for dispersion of technology for increasing productivity, lack of investment and main finishing for satisfying international demands and a improving the poor image of the country as a provider of goods with quality and consistency.

This sector thus needs inputs from research and development for bringing about the needed changes. Customer needs and requirements need to be the focus area for such sectors and hence this study can add qualitative inputs to the research problem at hand. A complete sympathetic of customers may expand the odds of effectively presenting new products in the handicraft market. Along with the identifying new occasions, business that monitors the trends over time may better answer to possible opportunities in the demand for their present goods.

3.6 SCOPE OF THE STUDY

Rajasthan, with its rich environmental, cultural and historical, heritage joined with several fairs, festivals and handicrafts has become a favourite destination for tourists from all over the world. Statistics of tourist arrival reveals that one out of every three tourists in India visits Rajasthan. 60% of the total area of the state is part of the Thar Desert i.e. 2.08 lakh sq km area of the country. The scarcity of water, lack of industries and an underdeveloped backward economy are the
characteristic features of this area. Rajasthan with an area of 3.42 lakhs sq km is the largest state of the country and lies within the tropical zone. It occupies 10.43% of the total land area of the country. About 2/3 of the land area of the state is covered by Thar Desert. 12 districts to the west and North West of Arrival’s, encompassing about 60% of the total area of Rajasthan come under this desert. Handicrafts of Rajasthan are richest in India. They are best known for its gorgeous designs. Portraying the tradition & rich culture of the Rajasthani, attractive handicraft items of Rajasthan save their exclusiveness. Rajasthani Handicrafts are an add-on of magnetisms of this state. Tourists and travellers come to purchase and praise the beautiful handicrafts while on the tours of Rajasthan. Exquisite handicrafts of Rajasthan portray the creativity of the people of Rajasthan with pride.

3.7 HYPOTHESES

H\(_{01}\) : Selected handicraft items are not preferred than non handicraft items by consumers.

H\(_{A1}\) : Selected handicraft items are preferred than non handicraft items by consumers.

H\(_{02}\) : Consumers are not satisfied with the purchase of selected handicraft items.

H\(_{A2}\) : Consumers are satisfied with the purchase of selected handicraft items.

H\(_{03}\) : Retailers of selected handicraft items do not face any constraints in selling their products.

H\(_{A3}\) : Retailers of selected handicraft items face various constraints in selling their products.
3.8 LIMITATIONS

- This research work has been confined only to Jaipur city and thus the results may only be able to define this specific area under study and not to the entire universe.
- Primary source of data is the main source of gathering information; hence manipulation at the respondent’s end cannot be avoided.
- The information which has been gathered through internet, newspapers, research articles etc carries its own limitations, as most of them are based on the author’s own thoughts & perception, true picture behind it cannot be judged or portrayed.

3.9 RECOMMENDATION

- Government should organize more trade fairs so that the retailers get more opportunity to explore the market.
- The state tourism department should take initiative to promote handicraft business.
- Training programmes must be organized by the government for enhancing skills of handicraft artisans.
- Involvement of middlemen should be curtailed to increase the sale of handicraft products.
REFERENCES


