Chapter III

RESEARCH DESIGN

In the present study on “Pilgrim Satisfaction–A Study of Selected Shrines of Northern India”, major components of the methodology employed involved the criteria used for the selection of pilgrims, method of data collection and description of the techniques used for the analysis of data.

3.1 Rationale of the Study

As the demand and popularity of any destination rely heavily on the satisfaction level of pilgrims or tourists in terms of infrastructural facilities, availability of goods and services in and around the pilgrimage destination, focus on the customer environmental sensitivity, and relative competition in the pilgrimage tourism market. The present study was an attempt made to measure the satisfaction level of the pilgrims regarding different services available to them at various shrines and to find out various problems faced by them. But due to resource, time and cost constraints it was not possible to select all the shrines of Northern India, so the three shrines of Northern India namely Shri Mata Vaishno Devi, Jwalaji and Shiv Khoti has been selected as these three shrines are geographically identical with respect to pilgrimage. The management of the shrine Jwalaji has different structure from the shrines Shri Mata Vaishno Devi and Shiv Khoti. Though these two shrines are similar in management structure but the same for Shiv Khoti has been constituted recently. Moreover, these three shrines have been selected as per convenience from research point of view. Thus it focused and concentrated on all the above issues for the pilgrims visiting the holy
shrines of Shri Mata Vaishno Devi, Jwalaji and Shiv Khori for identifying a better initiative in the area of pilgrim satisfaction.

3.2 Objective of the Study

The aim of the research was to determine whether and how the different marketing services affect the satisfaction level of pilgrims visiting the shrines of Shri Mata Vaishno Devi, Jwalaji and Shiv Khori. So keeping this in view, the present study was conducted with the following objectives:

- To ascertain the satisfaction level of pilgrims visiting the holy shrines as per their demographic profile.
- To measure satisfaction level of pilgrims for major pilgrimage services like hotel, Inn, transport and retail services available during the pilgrimage to the shrine.
- To examine the existing infrastructure and other facilities available for the pilgrims visiting shrines.
- To analyze the supervisory effectiveness of the agency responsible for the regulation and maintenance of pilgrimage services.
- To identify various problems and suggest viable remedies to develop sustainable Pilgrimage tourism.
3.3 Hypotheses of the Present Study

1. There is no significant variation in satisfaction level among the pilgrims as per their domicile.

2. There is no significant variation in the satisfaction level derived by different income groups visiting the shrines.

3.4 Sampling Design used

Day-wise list of the number of pilgrims visiting Shri Mata Vaishno Devi (Katra), Shiv Kehri (Reasi) and Jwala ji (Kangra) shrines was prepared based on data taken from the Published Annual Reports and the Personal interview conducted with the supervisory bodies governing the management of these shrines during the period 2006-07. An average pilgrimage per day during 2006-07 to Shri Mata Vaishno Devi was (20,000), Shiv Kehri (1,000) and Jwala ji (4,000). Thus the total Pilgrimage (per day) was 25,000 to these three shrines. Quota sampling was used to decide the sample size. The size of sample was computed on Quota basis i.e. 3 per cent of the total population, so a sample of 750 respondents was selected and further sample size for each shrine was calculated by using proportional method of sample allocation.

\[ n_h = \frac{N_h}{N} \times N \]

Where \( n_h \) = Sample Size to be taken from each shrine

\( n \) = Total sample to be taken

\( N \) = Total Population (Pilgrimage/day) visiting all the shrines

\( Nh \) = Pilgrimage / day visiting to individual shrine
Allocation of Total Sample Size (N) based on Proportional to Sample Size is given as under:-

750

a. Sample Size for Shri Mata Vaishno Devi (n1) = \( \frac{750}{2500} \times 20,000 = 600 \)

750

b. Sample Size for Shiv Khori (n2) = \( \frac{750}{25000} \times 1,000 = 30 \)

750
c. Sample Size for Jwalaji (n3) = \( \frac{750}{25000} \times 4,000 = 120 \)

These respondents were selected randomly from Jammu Railway Station, Udhampur, Bus stand at Jammu, Katra, Ransoo the base camp for Shiv Khori and from Kangra the District Head Quarter and Jwalamukhi the base camp for Jwalaji. Further the population was divided into local and non local pilgrims for each shrine. The size of sample for local pilgrims at Shri Mata Vaishno Devi was (138) and for non local pilgrims it was (462), and for Shiv Khori the size of sample was (15) each for both local and non local pilgrims. Similarly the sample was divided
into local and non local pilgrims at Jwalaji with (31) and (89) respectively. The detailed sampling procedure is depicted in fig.3.1.

**Fig.3.1: Sampling Procedure**

![Diagram](image-url)
3.5 Tool used for Data Collection

Data were collected from the sample respondents on the pre-structured and pre-tested questionnaire and personal interview method for the period 2007-08. Questionnaire consisted of five sections were used to collect the data.

The first section contained the questions designed to extract the demographic profile of the selected respondents such as age, income, gender, occupation, marital status, education, family size and family composition.

The second sections consisted of the questions related to the traveling information of pilgrims such as visit time, period of stay, hotel category, room rent, mode of transport, visiting frequency, number of accompanying persons etc.

The third section consisted of fifty three attributes accessing the satisfaction level of pilgrims from different services. These fifty three attributes were identified through discussion with knowledgeable people in the group, professional advice from academic and tourism bodies and from the available literature. Respondent were asked to rate their perceived satisfaction level towards each of the attribute on a Five point scale ranging from 1(Highly Dissatisfied) to 5 (Highly Satisfied).

The fourth section consisted of the questions regarding their encounter with different services available en route through the various agencies; price perceived and expected, the nature of problems faced etc.

And in the last section necessary suggestions were invited from the respondents based on their pre-trip/ post-trip evaluation of different services.
3.6 Analysis of Data

The data were analyzed through various statistical tools, account of which has been given below:

Tabular and Discriminant analysis was carried out to study the pilgrim’s demographic and traveling profile. Mean scores were used to rank the respondents satisfaction level towards the fifty three attributes accessing the satisfaction level of pilgrims from different services. Factor analysis was used to reduce these fifty three attributes into a few, correlated and meaningful dimensions. Before applying factor analysis, testing of the reliability of scale was checked using Cronbach’s Alpha and its value was found to be 0.650, 0.634 and 0.611 for Shri Mata Vaishno Devi, Jwalaji and Shiv Khori respectively ensuring reliability of the used scale. To check the adequacy of the collected data for application of factor analysis Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity was used. Principal component method of factor analysis with varimax rotation was employed to reduce the fifty three attributes into a few, correlated and meaningful dimensions. Only items with factor loading of (0.50) or above and Eigen values greater than (1) were extracted.

Multiple regression analysis was used to examine the relative importance of the overall satisfaction about a particular service (dependent variable) and different marketing mix variables (independent variables). Coefficient of determination ($R^2$) was used to work out the strength of association between these dependent and independent variables.

T-test was used to test the statistical significance of the variations in satisfaction level among the pilgrims as per their domicile and to check the significance
variation in the satisfaction level derived by different income groups one way ANOVA was used.

3.7 Limitations

The present study has been carried out under certain limitations:

1. Due to financial and time constraints it was not possible to collect the data from all the Northern Shrines.
2. Only one respondent from the whole group who had past travel experience to some such religious places was selected due to time and money constraints.
3. Only those respondents who returned from darshan were contacted.
4. Because of limited time period and lack of financial resources it was not possible to draw a long term model for the tourism industry.
5. Because of secondary data it was not possible to extract updated information and also in primary information some governing bodies failed to provide data related to budget and their financial planning.