Chapter 4

RESEARCH METHODOLOGY

Research is an academic activity and as such the term should be used in technical sense. According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data; making deduction and reaching conclusion; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

**Product Category and Products Chosen for study:**

**Cosmetics:** Face Powder, Facial Cream, lipstick, eyeliners, blushers, moisturizing cream, face pack, sunscreen lotion, hair color, hair softener.

**Toiletries:** Soaps, Shampoos and Toothpastes.

**Perfumes and Hair Oil**

**Research Design:**

Research design is a plan for collecting and utilizing data so that desired information can be obtained with sufficient precision. It is a statement of the essential elements of a study, those that provide the basic guidelines for the details of the project. The present study is empirical and descriptive in nature where efforts have been made to understand the characteristics and products preferred by rural consumers and know the factors considered while purchasing and judging the satisfaction of the rural consumers.

**Universe of the study:** Rural consumers in the whole Punjab.

**Population:** all the households of rural Punjab.

**Sampling Unit:** Any household in the rural area of Punjab.

**Sampling Design**

**For Cosmetics, Toiletries and Perfumes:** Out of “Malwa, Majha and Doaba Belt” of Punjab, Ludhiana District selected from Malwa, Amritsar from Majha and Jalandhar from Doaba incidentally and historically, these being the progressive districs in the three belts. From each district 2 Tehsils were
selected and from each Tehsil 2 blocks were selected randomly. From each block two villages were selected. So a total of 24 villages were selected from Punjab. From each village 25 respondents were selected according to convenience. That constitutes a total of 600 respondents having 300 male and 300 females.

**For Hair Oil**, the study has been conducted in “Malwa, Majha and Doaba Belt” of Punjab, Ludhiana District was selected from Malwa, Amritsar from Majha and Jalandhar from Doaba, these being the progressive districts in the three belts. From each district*** 2 blocks were selected one from the areas within 20 kms and other from beyond 20 kms from the city. From each block four villages were selected. So a total of 12 villages were selected from Punjab. From each village 25 respondents were selected. That constituted a total of 300 respondents**

**Sampling Technique**

Sampling technique used in the present research is multistage convenience sampling.

**Data collection**

The **Secondary data** was collected from the various official and semi-official published reports and works of individual scholars. **Population Census reports**, various issues of **Statistical Abstract of India** and **National Sample Survey Organization’s publications** were the major sources of the secondary information. Books of various authors on the development of rural India were referred, and various other information facts were collected from Ministry of rural development WebPages.

The means of obtaining **Primary Data** information was structured questionnaires, which were filled from the selected rural consumers. The questionnaire was designed and pilot survey was conducted to study the appropriateness of the questions and complete design of the questionnaire.

**Data analysis and Interpretation**

The collected data was analyzed keeping in view the various objectives of the research study. For analyzing the data collected, firstly master table were
prepared to note down the responses in a tabulated form. The information collected was ultimately converted into small frequencies and mean score tables. In this study a number of statistical techniques like percentage, simple mean etc. were used in order to study the objectives.

**Structure of areas for data collection for Cosmetics, Toiletries and Perfumes**

1. AMRITSAR

[Diagram showing areas of Amritsar with villages listed]

2. JALANDHAR

[Diagram showing areas of Jalandhar with villages listed]

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3. LUDHIANA

**LUDHIANA EAST**
- PAYAL
- RARASAHI
- GHALOTI

**LUDHIANA WEST**
- DEHLON
- RURKA
- MUHANDPUR

**LUDHIANA -1**
- LUDHIANA -1
- PAMAL
- BADDOVAL

**JAGRAON**
- GALIB
- KANUKEKALAN

**Structure of areas for data collection for Hair Oil**

1. **AMRITSAR**

    ![Diagram](image-url)

    **AJNALA**
    - CHABHAL
    - JANDIALA
    - GEHRIVIND

    **PATTI**
    - LAPOKE
    - CHERTAPINDD
    - SULTANVIND
2. JALANDHAR

JALANDHAR-1

- JALANDHAR WEST
- CHEEMA
- BISRAMPUR

JALANDHAR-2

- LOHIAN
- BASTI KANG KALAN
- ISLAMPUR

3. LUDHIANA

LUDHIANA EAST

- PAYAL
- GHALOTI
- RARASAHI

LUDHIANA WEST

- LUDHIANA -1
- BADDOWAL
- PAMAL
Limitations of Study:-

1. Time Constraints: Time was the major constraint in the research.
2. **300 RESPONDENTS**: For hair oil research only 300 respondents were taken due to the problem of large number of questionnaires filled by customers and consumers only aware of mustard oil (this opinion was made through pilot survey-observation). And extra 10 were filled from Pamal village because in some household in Pamal 2 ladies filled the data from the same house so a total of 310 respondents were taken.
3. The study was done in few districts of Punjab and cannot be generalized for whole of India.
4. Respondent may give biased answer due to lack of information about other brands.
5. Findings of the study are based on the assumption that the respondents have given correct information.
6. Data collection error may be there due to wrong response from respondents as some time they are not the right person who take actual decisions.
7. Problem of time and lack of positive behavior from the respondents sometime may leads to wrong information from them.
8. Some of the respondents can hide the real information.
9. A sample size cannot always represent the whole population.
10. Sometime when researcher put the question before the respondents they sometime take it otherwise and respond according to their understanding about the concept.