CHAPTER 3

RESEARCH METHODOLOGY
TITLE OF THE STUDY

The title of the study — “ANALIZING THE IMPACT OF INCREASING CONSUMER AWARENESS AMONG TODAY’S YOUTH CONSUMERS”

SIGNIFICANCE OF THE STUDY

This study of the Youth of India and their awareness about the processed food its advantages and harmful effects on the health would help us to know future trends of the different types of foods like the latent need of organic food being available at an affordable price. The changing lifestyles and buying patterns and even modes and places of buying are changing. The study will also help us to know the disposable income and the future spend on the different types of foods available in the market.

OBJECTIVES OF THE STUDY

- To evaluate the level of awareness among the youth consumer about the processed foods
- To evaluate the awareness level about the effects of Processed Food is higher among males or females.
- To study the reasons of this increasing awareness
- To evaluate the marketing implications of this Awareness
RESEARCH DESIGN

POPULATION OF THE STUDY

As per the topic we have the whole country India as our population.

Sampling Technique

CONVENIENCE SAMPLING

Convenience sampling is probably the most common of all sampling techniques. With convenience sampling, the samples are selected because they are accessible to the researcher. Subjects are chosen simply because they are easy to recruit. This technique is considered easiest, cheapest and least time consuming.

Sample Size

The population of India is approximate 1.22 billion. So it is not possible to contact and collect data from such a vast mass and conduct the Research. So for this reason sample size is 300 respondents from all over India. More than 50% of India's current population is below the age of 25 and over 65% below the age of 35. So we can say that India is a Young Nation with its majority of population being the Youth.

DATA COLLECTION METHOD:

The study is based on primary and secondary data. Secondary data extracted from various books, magazines, newspaper, journals, and websites. Unstructured personnel interviews
were also conducted in order to check the reliability of primary and secondary data. There are various tools and a technique has been used for the examination of the data such as graphs, charts, tests etc.

**Primary Data** for this study is collected through a structured questionnaire which the respondents had to fill up as well as conversation with the respondents while filling up the questionnaire and also through informal unstructured personal interview with the dealers and distributors to know the demand and consumption of certain types of packaged food in the market.

**Secondary Data:**
The Secondary Data is been collected through the various different published Journals, magazines, newspaper, books and various different websites over the Internet.

**RESEARCH TOOLS:**

a) Structured Questionnaire

b) Unstructured personnel interview

**HYPOTHESIS OF THE STUDY**

The following are the hypothesis of the study:

- **H₀₁:** There is no significant difference in the Consumer awareness level among the Youth Consumer
- **H₁₂:** There is a significant difference about the awareness level among the female Consumer
• H₃: There is a significant difference about the awareness about harmful effects of the processed foods among Youth Consumer

• H₄: There is a Significant difference about the awareness about the various types of foods available in the market

**STATISTICAL TOOLS AND TECHNIQUE:**
Chi-square Test for Testing the Hypothesis

**LIMITATIONS OF THE STUDY**

Despite of maximum efforts, there are several limitations of this study; they can be mentioned as under:

1. The study is conducted based on Primary data so there are chances of personal bias while getting the questionnaire filled up.

2. Customer perspective, Learning and Growth & awareness perspective is measured through primary data, so limitations of data will affect the conclusion of research.

3. The study is also dependent on the secondary data which was available so that too has its own limitations.

4. The study also has its own time and financial limitations of the researcher.