Chapter 3
Research Methodology

3.1 Research Problem

A fairly judgment on the performance of consumer cooperatives based on available literature and data suggest that the consumer cooperative societies in Mumbai are suffering various problems like low membership base, declining unit sales turnover, declining profitability and declining customer satisfaction. Hence, the present study is proposed with the following objectives.

3.2 Objectives

1. To analyze the customers perception towards the consumers’ cooperative store in Mumbai region.
2. To ascertain customer perception towards consumers’ cooperative store in comparison with other private traders.
3. To identify the factors affecting the choice of consumer for purchasing private label brands in consumer cooperative retail store
4. To study financial distress of consumer cooperative with special reference to Apana Bazar.

3.3 Hypothesis

Hypothesis 1
Ho: there is no relationship between income level of consumer and its perception towards private label food products
Ha: there is relationship between income level of consumer and its perception towards private label food products

Hypothesis 2
Ho: there is no relationship between customers’ perception towards quality of goods and their number of visits.
Ha: there is relationship between customers’ perception towards quality of goods and their number of visits.

Hypothesis 3
Ho: there is no relationship between customers’ perception towards pricing of goods and their shopping frequency.
Ha: there is relationship between customers’ perception towards pricing of goods and their shopping frequency.

3.4 Research Methodology
Research methodology is a way to systematically solve the research problem. It can be understood as a science of studying how research is done scientifically. It takes many
dimensions and research methods to constitute a part of the research methodology. Thus when we talk of research methodology, we not only talk of the research methods but also consider the logic behind the methods used in context of the research study in such a way that results are capable of being evaluated either by the researcher himself or by others.

3.4.1 Research Design: Multiple Cross Sectional Descriptive Research.

Descriptive research is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present. In this research researcher will try to describe the factors or situations which make consumer to respond in particular while making purchase of private label brands in consumer cooperative store. As researcher will collect data only once it comes under cross sectional study and in order to go more in depth of the research problem researcher will try to study retailers along with consumer which makes the research multiple cross sectional descriptive research.

3.4.2 Sampling Technique: for the consumers convenience sampling with a judgmental basis will be used because the customers who are having the awareness of cooperative stores can be identified easily. Whereas for the sampling of retailers of consumer cooperative retail store stratified sampling will be used. In this strata will be formed on the basis of geography of Mumbai region and from each stratum sample will be taken.

3.4.3 Sample Area: Mumbai region

Sampling Unit and Sampling Technique: Samples of the study consisted of customer segment (indicated as consumer in the study) in the age group of 18 to 60 years. Convenience samples are drawn from Tier -1 city Mumbai. Definition of convenience samples includes only dimension that is easy access to the sample units otherwise it was random selection of individuals from large number of customers at the retail outlets. This segment of population was selected due to their adoption of modern lifestyle patterns inclined towards going out for shopping and trying new things. The data were collected using a structured questionnaire. Data was collected from targeted customer while they were relaxing or shopping. Questionnaires were handed over to them with the request of filling it on the spot. Due care
has been taken to reduce possible biases while collecting the data. In addition to that thorough analysis was done for each filled-in questionnaire to see the consistency of data provided by respondent. Whereas for the sampling of retailers of consumer cooperative retail store stratified sampling will be used. In this strata will be formed on the basis of geography of Mumbai region and from each stratum sample will be taken.

3.4.4 Sample Size: 364 customers

3.4.5 Data Source: The present study will be both descriptive & analytical. The data for this study is based on primary and secondary sources.

Primary – the primary data will be conducted by the extensive use of the structured questionnaire, personal interview and observational techniques. In this connection above techniques shall be administered to customers & retailers (cooperative stores) who shall be selected at random in the region of Mumbai.

Secondary – the secondary data will be collected from various references which already exist in published form as articles, CMIE book, newspaper, magazine, journal, government publications, non government publication etc.

On the basis of the objective of the study & hypothesis as well as the methodology specified above, an attempt shall be made to collect the data by using an appropriate instrument. An attempt shall be made to validate the hypothesis in accordance with the objective of the study.

3.4.6 Data Analysis & Interpretation: The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary. A suitable statistical technique shall be used for analyzing data such as chi- square test, t test, etc. by using statistical tools like SPSS and MS-EXCEL. This will further help to draw meaningful conclusion.

3.4.7 Scope of the Study
The general aim of the study is to understand consumer’s perception towards private label food brands in consumer cooperative retail stores. Also in this study researcher will explore the series of aspects of marketing activities which affects the purchase behavior of consumer. Researcher will study only those consumers who have visited the cooperative store at least once with the age group of 18-60 in the Mumbai region. Hence this study will give new direction to retailers of cooperative retail store in formulating marketing strategy for cooperative retail store.

3.4.8 Utility of the study

As cooperative retail store are not profit oriented, retailers of cooperative store doesn’t concentrate on advertising of their store especially private label brands. This research will give them different frugal ways of doing marketing. Cooperative retail store is completely different format as compared to other retail formats and many areas of cooperative retail are still need to be researched one of those areas is consumer buying behaviour. This study will try to focus on this area in order to give in depth information about Consumer buying behaviour which will also include factors which affects consumer’s purchase decision. The main objective of retailer to keep private label brands in the store is to keep high margin on such product so as to earn maximum profit but in cooperative retail store retailer keep margin very minimal which results in low pricing of the product. Because of this low price as compare to other brands consumer perceive the product as low in quality. Researcher will attempt to give marketing strategy by doing this research.

3.4.9 Limitations

- The study is confined to Mumbai region only. So it results of the research may vary if the same survey is conducted in other part of the country.

- There is possibility of sampling errors in the study

- The responses of the consumers may not be genuine
• The questions included in the questionnaire may not be comprehensive.
• Time period for conducting the research is less.