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4.1 INTRODUCTION

This chapter highlights the scope and objective of the study. Proper research methodology stated with need of the study. It further describes the Data collection, Sample Technique, sample size and Hypothesis Testing and Analysis in context of research has undertaken.

4.2 SCOPE OF THE STUDY

The general scope of the study is to understand consumers perception towards modern retail format. Also in this study researcher will explore the series of aspects of retail marketing activities which affects the consumer. Researcher will study only those consumers who have visited the modern retail outlets at least once with the age group of 18-60 in Dhule District. Hence this study will give new direction to retailers to formulate marketing strategy and develop retail sector in Dhule District.

4.3 OBJECTIVE OF THE STUDY

The study is primarily to understand the prospects of Retail Marketing in India and how modern format acquires the Retail sector. In this contest, the present study has been conducted with the following objectives.

- To assess the growth of Retail Marketing in India.
- To evaluate the service quality offered by Retailers.
- To analyses on growing activity of Retail Sector.
- To review the Retail Marketing and its prospects.
- To study the recent trends in Indian retail industry
- To describe the challenges & opportunities in Retail Marketing
- To interact with consumers and have their review.
- To know the consumers requirement at rural areas.
- To define the prospects of Retail Marketing in Dhule District.
4.4 HYPOTHESIS

A hypothesis is a statement which provides the facility to test validity. Therefore it is clear that hypothesis is not theory, it is related to research. Hypothesis is particularly necessary in the search for cause and effect relationship. Following different hypotheses have been tested in relation to the research variables.

H1: There is a large scope for the development of retail marketing in rural and semi-urban areas and as a sustainable activity for economic growth of regional and national development.

H2: There is a strong association among various demographic factors like Age, Education and Income with the Awareness Level of the consumers towards Retail Marketing.

H3: Price and Presentation does effects the buying at Organised Retail Formats and motivate Retail Marketing.

H4: Price and Presentation is highly significant in the development of Modern Retail Formats.

4.5 RESEARCH METHODOLOGY AND DESIGN

Research methodology is highly intellectual human activity in nature. Even though research methodology is a useful reconstructing of some methods of scientific inquiry. There are many ways of applying logic and observe the problem solving. The planning of study may include a great deal of exploratory activity with proper research methodology. The researcher plans to present his study in the form of descriptive research. The base will be Quantitative as the researcher will be adopting the Survey method to collect the data.

4.6 DATA COLLECTION

Facts and information systematically collected and formally presented for the purpose of drawing called collected data. The researcher will also collect statistical information, compiled and presented for the purpose of establishing appropriate relationship between variables may be included in data. The researcher plans to collect data for his research through primary and secondary sources.

**Primary Sources:** Primary data is collected through questionnaire posed to consumer experience about retail marketing. This will result into understanding the utility and prospect of retail marketing where it is being used.
Secondary Sources: For any data to be complete the researcher has to heavily depend upon information from existing sources. The researcher will assimilate the essence from the information taken from various secondary sources.

- The researcher will also make use of data published by the various companies and other institutes.
- The research will depend upon information collected from the print media: i.e. newspapers, magazines and journals.
- Information gleamed from the internet.
- Existing work done on similar topics by others.
- Other published data like conference proceedings, reference books etc.

4.7 SAMPLING TECHNIQUE & SAMPLE SIZE

Samples of the study consisted of consumer segment in the group of 18 to 60 years. The study is restricted to analysis responses of 1000 consumer from different concerns. Convenience samples are drawn from Dhule District. The data collection with the help of questionnaire from the consumers going out for shopping and trying new things.

4.8 RESEARCH AREA

The geographical area to be covered in the research will be Dhule District in the State of Maharashtra, India. This area has been selected primarily due to drought conditions of the district and absence of major industrial growth. Because in the Urban Area of the District 50 to 75% population is Agriculturalists and Agricultural labours, where as in the rural area more than 95% population is Agriculturalists and Agricultural labours. The researcher opinion that the development of retail marketing and new modern format is required for growth of Dhule district.
4.9 HYPOTHESIS TESTING AND ANALYSIS

The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. In any research, collection of data is followed by processing and analysis. It involves answer to the research problem. The hypothesis has been tested by using the statistical tools such as Non Parametric Tests in which Chi - Square Test and Kolmogorov Smirnov Test has been taken into consideration. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary. In addition to the above hypothetical tests, the statistical tools like simple percentage method, Pearson Correlation, Factor Analysis and Cluster Analysis are used for analyzing data.