CHAPTER -2

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2.1 Design of the Study

A research design was a logical and systematic plan prepared for directing a research study. It specified the objectives of the study, the methodology and techniques to adopt for achieving the objectives. It constitutes the blue print for the collection, measurement and analysis of data. It was “the plan, structure and strategy of investigation conceived so as to obtain answers, research questions, the plan was the overall scheme or programmed of research”. Research design was the programmed that guides the researcher in the process of collecting, analyzing and interpreting observations. It provides a systematic plan and procedures for the research to follow.

A research design was the arrangement of conditions for collection and description of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design was the conceptual structure within which the research was conducted. Hence, a research design was a strategy specifying which approach would be used for gathering and analyzing the data.

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For this matter of fact, the multi stage sampling method has been used for present study. This had been made taking into consideration of its merit. For, "in any specific study although it is more common to apply any one method in research, yet there is no reason why there cannot be a combination of two methods in a particular study, if necessary,"⁴. Those who had been pre occupied with one method of enquiry. Each data gathering procedure or device had its own particular weakness or bias. There was merit in using multiple methods, supplementing one with others to counteract bias and generate more adequate data.

But the present study is not only a mere description of the events but it is a in-depth study into the situation. So, a combination both empirical and analytical survey had been chosen. The analytical method gathers data from a relatively large number of cases at a particular time. It was not concerned with characteristics of individuals as individuals. It was concerned with the generalized statistics that result when data were abstracted from a number of cases⁵. It was essentially cross-sectional taking into consideration of the varied groups of people populated in the area under study. As such, the present study had applied the multi approach method with the discrete analytical and empirical analysis as well as there is a few part of the study which is descriptive by nature.

In the present context, methodology could be understood as "the structure or procedures and transformational rules whereby the scientists' shifts information up and down this ladder of abstraction in order to produce and organize increased knowledge". It could also be defined as a way or an approach to look at the problem that one meant to organize manner. Methodology included methods and techniques, which were the procedures of research for collecting and manipulating data. Methodology was also a way to systematically solve the research problems.

2.2 Sampling design

Eight hundred households are taken for the purpose of interview from the homemaker of Imphal West district.

From 800 Households, 320 households owns/possess washing machine, 340 households possess Refrigerator, 250 households possess Grinder, 100 households possess Oven, and 150 households possess rice cooker.

Method of selecting the households chosen for the study area is random sampling method. Households possessing the selected equipments (Washing machine, Refrigerator, Grinder, Oven, and Electric rice cooker) are identified. Then 800 households are selected from those identified households randomly for the study. Contacting with the homemakers has been made according to the convenience of the investigator by visiting their houses personally and interviewing them. In order to make the study more concrete, elaborate and enhance in the analytical process, 52 shops selling washing machine, refrigerator, grinder, oven, & rice cooker were also selected for questionnaire.
Views and opinions of the consumers of washing machine, refrigerator, grinder, oven, & rice cooker were studied and analyzed in order to assess the status of consumer behaviour of durable goods.

It has been doing in order to enable and to make a thorough, comprehensive and analytical assessment in the present study.

2.3 Tools Used

The household survey tool used for collecting data was interview cum questionnaire schedule from the homemakers of Imphal West (urban) district and Questionnaire for market survey from the shops possessing washing machine, refrigerator, grinder, oven, and rice cooker.

2.4 Methods of Data Collection

The required data for the present study is mainly based on primary data. Tools like interview cum questionnaire schedule for the homemakers of Imphal West district for the collection of data from the households possessing washing machine, refrigerator, grinder, oven, & rice cooker and questionnaire schedule for the market survey from the shops selling washing machine, refrigerator, grinder, oven, & rice cooker has been chosen for the study. The questions in the questionnaire are open-ended, closed-ended and multiple-choice type depending on the suitability of the question.

To make an in-depth study the investigator had collected materials from various sources like institutions, departments, libraries, etcetera. Information
and data had also been collected from various secondary data records – journals, books, and census data for secondary data.

Interview cum questionnaire method is chosen because free interaction and discussion is possible so that additional information could assess.

2.5 Mechanics of Data Collection

The present study had used certain tools and techniques designed and developed for the purpose of investigation. The tools were (a) Questionnaire cum interview for the homemakers possessing washing machine, refrigerator, grinder, oven and rice-cooker, (b) Questionnaire schedule for the shops keeper possessing washing machine, refrigerator, grinder oven and rice-cooker.

The investigator collected information through interviews cum questionnaire schedules. The schedule/questionnaire were distributed personally and sometimes through mediator where it was inconvenience to reach them. Duration of field survey takes almost 8 months (1\textsuperscript{st}September 2007 to May 2008). The investigator had to go at least twice for getting the response from household respondent the information and questionnaire schedule were collected when the respondents were interviewed personally. Most of the respondents were interviewed at their respective home according to their convenience. Maximum respondents are women.

The researcher personally visit and observed the various shops possessing/selling washing machine, refrigerator, grinder, oven and rice-
cooker to look into accounts of their marketing system. Duration of market survey was 2008-2009.

During the survey, the researcher took special care in handling the respondent. The investigator had to prepare psychologically to come down to their level and interview them with respect. Some of the respondents were quite free and frank to talk while some were not so informative. After explaining the reasons interview, they opened up and even sought for more advice and suggestion regarding the topic.

2.6 Statistical Treatment of Data

The investigator used various statistical techniques in the present study. In order to explore and bring an analytical study on the problem statistical applications were made if and when required and wherever applicable.

For each questions/item, the number of responses was tallied and frequencies were found out. Percentages worked out on various items concerning the area. Graphical representations made wherever necessary in order to enable to make a clear-cut picture of the respective positions.

Statistical applications also made on the satisfaction of durable goods, attitude change on the brand of washing machine, grinder, oven, and electric rice cooker, correlation between the product factors of washing machine and refrigerator, grinder and oven, etc.
2.7 Chapterisation

In order to enable to make a thorough and deep study the present study has classified into six chapters. With the caption Introduction, attempts to introduce in brief the concept of consumer behaviour of homemakers with respect to durable goods of Imphal west district, Manipur, need for the study. Research methodology used and the design of the study are the components of the second chapter, third chapter deals with Review literatures of relevant studies in and around the world, as well as inside the country.

In the fourth chapters, with the heading Theoretical analysis, Determinants of Purchasing behaviour explores factors influencing the consumer behaviour, consumer market, buying roles, consumer’s decision-making process etc.

With the title, Data analysis, it consists of consumer behavior of Washing Machine, Refrigerator, Grinder, Oven and Rice-Cooker that are present in the fifth chapter.

Lastly, the sixth, the chapter being the nomenclature presents the summary, findings and suggestions to the consumers of durable goods.