Research Methodology
CHAPTER 4
RESEARCH METHODOLOGY

4.1 AREA SELECTED FOR RESEARCH

Tiruchirappalli is one of the Major Cities in Tamilnadu. It has 4,4083 hectares of land area. Namakkal and Perambalur District on the North, Thanjavur District on the East, Pudukkottai District on the south and Karur and Dindigul on the west surround it.

According to 2001 census, Tiruchirappalli District has a population of 23,88,831, which comprises rural population residents of 12,74,516 and urban population of 11,14,315. Tiruchirappalli city alone has a total of 7,46,062 residents of which the Male population is 3,73,541 and the Female population 3,72,521. The number of literates among Male is 3,17,369 and Female is 2,99,429. The total number of literates in Tiruchirappalli is 6,16,798.

The following five villages in Trichy are selected for this study. The villages are 1.Koothappar, 2.Manachanallur, 3.Pullampadi, 4.Sirugamani and 5.Thathaiyangarpet with population of 10061, 11303, 6985, 6031 and 10276 respectively. The reasons for selecting those villages are population with various socio economic status, literacy Level, retailers' availability, different age groups, etc.

4.2 OBJECTIVES OF THE RESEARCH

The primary objective of this study is to understand the consumer behavior of toilet soaps in rural market.
The secondary objectives are:

1. To analyze the demographical status of the consumers in the study area.
2. To study the toilet soaps used by the respondents.
3. To analyze the consumer attitude towards toilet soaps.
4. To find out the factors influencing the purchase of the toilet soaps.
5. To test the influence of income, product features and promotional aspects of soaps on consumer purchase.
6. To identify the non-users if any, and if so, to recommend strategies to tap the untapped potential available.

4.3 RESEARCH DESIGN

The proposed study is categorized under exploratory research. The main purpose of exploratory research study is that of formulating a problem for more precise investigation. The major emphasis in such studies is on the discovery of ideas and insights. The proposed area of research is only with reference to toilet soaps. As the researcher strongly feel that this particular study would understand the consumer behaviour of rural consumers and reveal lot of new ideas and insights on the various promotional strategies that can be implemented by the organizations to tap the remaining potential available for toilet soaps in rural markets. Moreover, even after this study, this kind of study can continue to remain flexible so that many different facets of a problem may be considered as and when they arise and come to the notice of any researcher who wants
to proceed further on the same line. Hence, this exploratory research design has been selected.

4.4 SELECTION OF THE SAMPLE

Area sampling method is used for this study. This sampling technique is more practical and economical. The area to be covered is divided into a number of smaller sub-areas (villages). From which, sample is chosen proportionately based on the following method:

As the population of Trichy is huge, only five villages are chosen based on proximity. Out of the total population in each village, the number of families is counted based on the number of houses available in that village. Then, proportionately, 10% of the total number of families is selected as the sample size against the population and the family heads have been considered as respondents for the proposed study.

Koothappar, Manachanallur, Pullampadi, Sirugamani and Thathaiyangarpet are the five Villages near Trichy are chosen for the study. Based on the number of families living in the particular village, proportionately 10% of the total population i.e. 10% of the families out of the total number of families available in that village has been chosen as the sample size for the proposed area of research. Total number of families available is 10900. Hence, 1090 family heads have been interviewed with the help of a schedule developed.
4.5 SELECTION OF THE TOOLS FOR THE STUDY

Statistical tools like ANOVA, Chi-Square and Cross tabulation analysis are suggested to do critical analysis of the various factors taken for the proposed research to reveal the findings in a fruitful manner to ensure right interpretation.

4.6 DEVELOPING THE INTERVIEW SCHEDULE

The variables like Brand preference, Price, Impact of advertisement, Packaging, Awareness, Pack size, Education, Income, Family size are taken into account for the proposed research and the questionnaire has been developed and subsequently tested and validated.

4.7 PRE-TESTING THE INTERVIEW SCHEDULE

Based on the variables chosen, pilot study has been conducted among 50 samples in Koothappar village and the interview schedule is tested for its validity. After testing, the questionnaire has been slightly modified with the inclusion of some more questions to suit the requirements of the proposed area of research.

4.8 ADMINISTRATION OF THE INTERVIEW SCHEDULE

Direct survey has been conducted with the help of interview schedule. Though the medium of schedule is in English, it has been explained to the respondents in the local language. Then, the data has been collected and tabulated.
4.9 HYPOTHESIS PROPOSED

Hypothesis 1:
Ho: There is no significant association between the amount spent per Month for toilet soap and monthly income of users.
H1: There is a significant association between the amount spent per month for toilet soap and monthly income of users.

Hypothesis 2:
Ho: There is no significant difference between the family sizes of the users on purchase of toilet soaps.
H1: There is a significant difference between the family sizes of the users on purchase of toilet soaps.

Hypothesis 3:
Ho: There is no significant difference between the educations of the users with reference to purchase of toilet soaps.
H1: There is a significant difference between the educations of the users with reference to purchase of toilet soaps.

Hypothesis 4:
Ho: There is no significant difference between the monthly incomes of the users with consumer attitude towards product purchase.
H1: There is a significant difference between the monthly incomes of the users with consumer attitude towards product purchase.
Hypothesis 5:

Ho: There is no significant difference between the monthly incomes of the users with product features' influence on purchase.

H1: There is a significant difference between the monthly incomes of the users with product features' influence on purchase.

Hypothesis 6:

Ho: There is no significant difference between the educational qualifications of the users with product features' influence on purchase.

H1: There is a significant difference between the educational qualifications of the users with product features' influence on purchase.

Hypothesis 7:

Ho: There is no significant difference between the educational qualifications of the users with "purchasing the soap because of brand name".

H1: There is a significant difference between the educational qualifications of the users with "purchasing the soap because of brand name".

Hypothesis 8:

Ho: There is no significant difference between the monthly incomes of the users with "purchase of soap by seeing advertisement".

H1: There is a significant difference between the monthly incomes of the users with "purchase of soap by seeing advertisement".
Hypothesis 9:
Ho: There is no significant difference between the monthly incomes of the 
users with “purchase of soap because of offer”.
H1: There is a significant difference between the monthly incomes of the 
users with “purchase of soap because of offer”.

Hypothesis 10:
Ho: There is no significant difference between the educational 
qualifications of the users with “purchase of soap by seeing advertisement”.
H1: There is a significant difference between the educational 
qualifications of the users with “purchase of soap by seeing advertisement”.

Hypothesis 11:
Ho: There is no significant difference between the educational 
qualifications of the users with “purchase of soap because of offer”.
H1: There is a significant difference between the educational qualifications 
of the users with “purchase of soap because of offer”.

Hypothesis 12:
Ho: There is no significant difference between the education level of the 
users and “purchase of soap by seeing TFM”.
H1: There is a significant difference between the education level of the 
users and “purchase of soap by seeing TFM”.
Hypothesis 13:
Ho: There is no significant difference between the education level of the users and “purchase of soap because of quality”.
H1: There is a significant difference between the education level of the users and “purchase of soap because of quality”.

Hypothesis 14:
Ho: There is no significant difference between the monthly incomes of the users and “purchase of soap because of quality”.
H1: There is a significant difference between the monthly incomes of the users and “purchase of soap because of quality”.

Hypothesis 15:
Ho: There is no significant association between age and “Not using soap”.
H1: There is a significant association between age and “Not using soap”.

Hypothesis 16:
Ho: There is no significant association between age and “Usage of soap is Unhealthy”.
H1: There is a significant association between age and “Usage of soap is Unhealthy”.

Hypothesis 17:
Ho: There is no significant association between age and “Toilet soap Usage is a wasteful expenditure”.
H1: There is a significant association between age and “Toilet soap Usage is a wasteful expenditure.”
Hypothesis 18:
Ho: There is no significant association between Monthly Income and “Not Using soap”.
H1: There is a significant association between Monthly Income and “Not Using soap”.

Hypothesis 19:
Ho: There is no significant association between Monthly Income and “Usage of soap is unhealthy”.
H1: There is a significant association between Monthly Income and “Usage of soap is unhealthy”.

Hypothesis 20:
Ho: There is no significant association between Monthly Income and “Toilet soap usage is a wasteful expenditure”.
H1: There is a significant association between Monthly Income and “Toilet soap usage is a wasteful expenditure”.

Hypothesis 21:
Ho: There is no significant association between Education and “Not using Soap”.
H1: There is a significant association between Education and “Not using Soap”.
Hypothesis 22:
Ho: There is no significant association between Education and “Usage of soap is unhealthy”.
H1: There is a significant association between Education and “Usage of soap is unhealthy”.

Hypothesis 23:
Ho: There is no significant association between Education and “Toilet soap Usage is a wasteful expenditure”.
H1: There is a significant association between Education and “Toilet soap Usage is a wasteful expenditure”.

4.10 ORGANIZATION AND ANALYSIS OF DATA

The data collected are tabulated. A Master Table has been prepared with codification. In the Master table, users and non-users are segregated. The entire master table has been utilised for SPSS analysis. Simple tables are extracted and the same are placed to reveal results of the respondents in terms of percentages.

Statistical tests like Anova and Chi-square are carried out. Apart from the above tests, cross tabulation analysis and factor analysis have also been done to reveal the findings based on the responses of the individuals.

Hypotheses are framed to understand the significance of various factors with the corresponding variables to reveal interesting findings.