Chapter II

Research Methodology

2.1 Introduction

2.2 Geographical Profile of Nanded District

2.3 Research Methodology
2.1 Introduction

The present study is an attempt to find out different factors which affects buying decision of different consumers. The research methodology of the current study is concerned to understand buying behaviour of cell phones. Research Methodology is suitable to cover objectives of the study and solving techniques by use of proper research method. Logical conclusions were drawn through use of different statistical techniques used to analyse the data. the primary data is the base of the current study which was collected through structured questionnaire. In the current study methodology is adopted to measure different aspects of advertisement and its impact on consumer behaviour while choosing the cell phone.

The chapter is devoted to the presentation of general profile of the area under study i.e. Nanded District which is a part of backward area of Marathwada in the state of Maharashtra. The chapter concentrates on the detailed research methodology used for the current study.

2.2 Geographical Profile of Nanded District

On May 1, 1960, Bombay state was divided into Maharashtra and Gujarat states. Marathwada became a part of the state of Maharashtra. Marathwada was a long time ago part of the previous territory of the Nizam of Hyderabad. Later it came to be known as the large state of Hyderabad outside but under the dominant state of British India. Marathwada forms a revenue
division of Maharashtra state. With the Marathwada being one of the five Maharashtra regions, it has the division at Aurangabad. Origin of the name of this region lies in the term Mara-hatti-vada, which is the meaning of one of the communities in Maratha. Aurangabad is the city which is also the headquarters of this region, this name having been derived from Aurangzeb, who had his rule in this region for a small period. The city Aurangabad is the divisional head quarter of Marathwada.

When the word Marathwada comes across people belonging to dissimilar regions of Maharashtra, they have different reactions in their minds. May be a person from so-called prosperous western Maharashtra imagines a region plagued with Lack of rain and which has backlog of progress. In political area, many chief ministers and union ministers are from this region. Even though all these factors, Marathwada does not come across as a region with independent, profound and self-governing identity.

Plenty of monuments belonging to the communities of Sikh, Muslim, Hindus and Jains are found in Marathwada. Some of the important ones are Jyotirlingas in Nagnath, Ghrishneshwar and Vaijanath, Shaktipeeths such as in Ambejogai, Tuljapur and Mahur and the Ajanta and Ellora caves. One of the important religious Gurudwara called as ‘Sachkhand Huzur Sahib’ is situated in Nanded.

Marathwada region comprising of eight districts, named Aurangabad, Beed, Hingoli, Jalna, Latur, Nanded, Osmanabad and Parbhani.
Nanded is one of the important district head quarter in the state of Maharashtra which is situated between 18°15′ North latitude and 77°7′ to 78°15′ East longitude. The geographical area of Nanded district is covering 10332 Sq. Kms. Nanded district is surrounded by some part of vidarbha as Yeotmal District in on the West and Parbhani, Latur and Osmanabad districts are on the South of the District. The Bidar district of the state of Karnataka is situated on the south of the Nanded District which is one of the important pilgrimages to Sikh devotees who use to visit Nanded. On the East of the State there are Nizambabad and Alidabad district of Telangana State. Before independence Marathwada Region was under the rule of Hyderabad’s Nizam and not under the British Rule and hence Nanded was also under his rule. India became independent from British Rule on 15th August 1947 and thereafter Government wants Nizam to be part of independent India. But he wants to join Pakistan. Thereafter then Home Minister Sardar Vallabhbhai Patel took initiative. Subsequently, through Operation Polo, a “police action” on September 17, 1948, the Indian army occupied Hyderabad to India. Marathwada was then the part of Hyderabad State. As in Marathwada there were majority Marathi Speaking population hence it was transferred from State of Hyderabad to the State of Bombay on November 1, 1956. Bombay state was divided in two states on the basis of languages spoken into Maharashtra and Gujarat states. On May 1, 1960, Marathwada became a part of the State of Maharashtra. Before independence also Nanded district is well connected by Rail and Road. As days passes by Nanded is now connected by Air too. The
district was popularly known for cotton growing and processing during Nizam era and after few years of independence too. But currently Nanded district is not able to develop as Industrial hub. Industrial Infrastructure like Industrial Estates, Banking Facilities, Supporting Organizations like DICs, MSSIDC, KVIB etc. are present in the District. However, this District is considered as one of the backward district of Maharashtra.

2.2.1 Topography

Nanded District mainly consists of plain areas with small hills and granite boulders. The land is mainly utilized for agricultural purpose. The Agricultural area is 1033114 hectares and the forest area is 91748 hectares. There are ten small rivers with Godavari, Manjra, Manyad, and Penganga being the main rivers. The overall climate is dry and temperature in summer goes upto 40 degree and above. The average rainfall is around 450 mm.

2.2.2 Availability of Minerals

Although the district of Nanded is not bestowed with rich mineral resources, the deposits of lime- stone and granite are noteworthy. Deposits of inter trepan lime-stone are found in Kinwat Taluka, while Granite is found in large quantities in Biloli and Degloor talukas. The estimated deposit of Granite in the district is about 4.70 lakh cubic-meter.
2.2.3 Forest

The total area under forest in the district is about 91748 hectares which is about 8.30% of the district’s geographical area. The major forest area in the district is in Kinwat taluka (i.e.) about 57,800 hectares Main forest produces are Timber & firewood Bamboo. Grass, Tendu leaves, Gum & Khenir Wood (used for manufacturing Kola) are minor produces.

2.2.4 Land Utilisation

Out of the total geographical area of 10.39 lac hectares, 0.86 hectare consist of percent area, (i.e.) about 8.30%, 0.48 lac hectares consist of forest multiple land, cultivable but barren land is about 0.80 lac hectares. Fodder land is 0.77 lac hectares and agricultural land under cultivation is 0.78 lac hectares. Irrigated agriculture land is only 0.47 lac hectare.

2.2.5 Demography

Recently Government of India released Census 2011 official data which revealed that the population of Nanded district in the year 2011 was 33,61,292. According to 1991 and 2001 Census the population of the district was 23,30,374 and 28,76,259 respectively. In the year 2011 Urban and Rural Population of the district was 9,13,898 and 24,47,394 respectively. Rural Population is 72.81% and Urban population is 27.19% of the total population of the district. 2011 census covered 1603 villages and 17 towns. The decadal population growth in the state of Maharashtra was 15.99 and in the Nanded
district it is 16.86% as compared to the year 2001. Density of Population (Persons per sq. Kms.) in the state of Maharashtra is 365 and in the Nanded district is 319. The Taluka of Nanded in the most densely populated while Kinwat with a population of 117 per Sq. Km. has the least density of population. The sex ratio in the state of Maharashtra is 929 and in the Nanded district is 943. The literacy ratio in the state of Maharashtra is 82.34% and in the Nanded district is 75.45%. Male literacy rate 84.27% in the district is and female literacy rate is 66.15%.

2.2.6 Infrastructural Facilities

Infrastructure is the elementary physical and organizational arrangements and facilities like buildings, roads, rails, airports and ports, communication facilities, availability of electricity, educational facilities etc. which are needed for the operation of a society or enterprises.

The total road length in the district is 7670 kms. Major district roads are about 1647 kms and 853 kms is of other district roads. The length of village roads is about 3891 kms. About 2338kms of road length in the district is tarred. 4397 kms are stone, metal roads and 945 kms of road length in the district is made of other materials. The road length per 100 sq.km is 73.03 km, which is above the State figure of 62.08 kms per 100 sq.km.

Major goods and Passenger Transportation from and to the city is done by road. Maharashtra State Road Transport Corporation caters mainly to the
passenger traffic need of the district. The MSRTC operates bus services to most cities of Maharashtra and also to the neighboring States of Andhra Pradesh and Karnataka. As on 31.3.97, out of the 1515 of inhabited villages all weather roads are available only in 1116 villages.

There is a railway operating before independence in the Nanded district. The railways during Nizam regime was meter gage which was converted in broad gage during nineties. Nanded is well connected through railways to the major cities in India such as Delhi, Hyderabad, Kolkata, Chennai, Amritsar etc. Recently government decided to undertake doubling of lines on one of the busiest route of Mudkhed – Nanded – Parbhani. There are many surveys are undertaken for new lines such as Nanded – Bidar, Nanded – Wardha etc. The total Rail length in the district is 208 kms.

The total network in the district is fairly developed. There are about 459 Post Offices and 27 Telegraph Offices in the District. In addition there are about 51 Sub-Post Offices. In the rural area, 5 new branch post offices were opened in the current financial year. All the gram panchayats in the district has telephone link. As at the end of March 1998 about 22806 telephones have been installed in the district.

There is a well equipped airport with night landing facility in Nanded. It is at the outskirts of Nanded city. It was developed in the year 2011 under Jawaharlal Nehru National Urban Renewal Mission (JNNRUM) Plan. Currently there is no daily flights are taking off.
The district has achieved 100% electrification with the electrification of all villages and towns in the district. During the year 2007-08 about 499311 thousand KWSPH of electricity was conserved in the district. Maximum consumption was in agricultural sector - 61.36%, followed by Industrial 17.69% and household 15.32% sector. The industries in Nanded do not face any shortage of electric power.

The district has 3 major irrigation projects. They are (a) Purna Project - covering an area of 20,000 hectares, (b) Manor Project - covering an area of 23,310 hectares, and (c) Vishnupuri Project - covering an area of 28,340 hectares.

Although the district of Nanded is not bestowed with rich mineral resources, the deposits of lime- stone and granite are noteworthy. Deposits of intertrepan lime-stone are found in Kinwat Taluka, while Granite is found in large quantities in Biloli and Degloor talukas. The estimated deposit of Granite in the district is about 4.70 lakh cubic-meter.
2.3 Research Methodology

The present study leads to explore the impact and effectiveness of the marketing strategies adopted by the mobile phone manufacturers in Nanded district. The study tries to analyze the media preference for marketing strategies by the consumers. The present study was descriptive type empirical survey
based on historical data. The research models selected was of descriptive, empirical, quantitative and historical nature.

The present study is descriptive type empirical survey based on historical data. The research models selected is of descriptive, empirical, quantitative and historical nature.

The major components of the study are as follows:

2.3.1 Need of the Study

Last two decades are devoted to the development and growth of Information Technology and Telecommunication all over the world and India is not the exception for the same. It helped in the development of high quality product at a competitive price. It makes market too volatile in respect to brands and prices of the products in Information and telecommunication industry. There is a high potential of expected growth in telecommunication market especially in cell phone market in developing countries like India.

A lot of surveys are conducted world over to identify and understand customer preferences in cell phone buying. The study tries to analyse and identify the factors which affect buying behaviour of consumers’ while buying mobile phones. The study also tries to find out the impact of media and brand ambassadors on the buying decision. The study also tries to analyse the impact of price and brand of the mobile phone on the buying decision of the consumer.
2.3.2 Scope of the Study

The aim of the study is to find out the major factors which influence buying decision of mobiles among the consumers in the Nanded District. In this study, data of consumers living in Nanded district of the state of Maharashtra was collected, classified, analysed and studied. The study is based on the sample survey of the randomly selected respondents in the Nanded district. The sample is collected from the rural as well as urban area of the Nanded district as a whole. The data is collected through a structured questionnaire. The questionnaire is divided in four parts. The first part covers the personal information of the respondent. The second part covers the type of mobile the respondent is using and its basic uses by the respondents. The third part covers the factors influencing buying decision of the respondent. The fourth part covers the future buying prospects of the consumer.

2.3.3 Objectives of the Study

In the present study the researcher has tried to study the consumer behaviour in mobile phone market in Nanded district of Marathwada region of the state of Maharashtra. The objectives of present research work are as follows:

1. To find out impact of Marketing Strategies on the consumers.
2. To determine the factors which influence the consumers buying
3. To study consumers usage of cell phones
4. To find out influence of the factor 'Brand Ambassador’ while buying cell phones services.

5. To find out the effective media of marketing preferred by the consumers.

6. To find out the impact of brand in buying the cell phones

2.3.4 Limitations of the Study

The limitations of the present study are as follows:

1. The present study has geographical limitations. The study is limited to Nanded District in the state of Maharashtra.

2. The present study is based on the sample survey because of time and financial constraints. So it will carry some limitations of sample survey too.

3. The study is related with the time span of the year 2013

2.3.5 Hypothesis of the Study

The hypotheses of the present research work are as follows:

1. Audio visual media is the most effective media of Marketing.

2. People are influenced by the impact of brand Ambassador.

3. Price is one of the most important factors in buying mobile
2.3.6 Primary Data

Primary data is the foundation on which analysis of the present study is based. Primary data was collected by adopting the method of questionnaire and observations. The primary data help in collecting the information regarding the impact of marketing strategies. Random sampling method was used to collect the data. During the study 500 respondents were surveyed through personal interview by using structured questionnaire. For measuring attitude of the mobile buyer scaling method is used. It helps in measuring emotions, feelings, and behavioral responses by the mobile buyers in respect of their feeling about the mobile phone. Questionnaire consists of some open and close ended questions with questions of ranking and preferences.

Statistical tools such as central tendency, correlation etc. are used to analyze the data. Analyses help in interpretation of the problem and drawing conclusions. The present study was descriptive type empirical survey based on historical data. The research models selected as descriptive, empirical, quantitative and historical nature.

2.3.7 Secondary Data

Secondary data was also an important source of data on which the present dissertation is based. The researcher has collected the secondary data from various published and unpublished sources. The researcher uses the following sources for collection of secondary data:
i. Reports and publications of National and International Institutes.

ii. Reports of Government and NGOs.

iii. Various research journals, periodicals and newspapers related with commerce, management, social science, economics etc.

iv. Internet browsing.

The secondary data has been analyzed and used for drawing conclusion.

2.3.8 Statistical Tools

The data has been collected through primary and secondary sources as described above. During the study data was collected through questionnaire and properly classified, tabulated, and presented in graphical form wherever necessary.

The statistical tools such as percentages, averages, comparative analysis, correlation, statistical tests etc. were used for the purpose of analysis and interpretation of data.

2.3.9 Plan of the Presentation of the Thesis

The researcher has planned to divide the present study in following chapters:

Chapter 1 - Introduction

The chapter covered introduction of communication and its historical development. It covered historical review of telecommunication. The chapter
covered some important concept of marketing in general and consumer behaviour in particular. It also tried to cover an overview of recent development of telecommunication in India.

**Chapter 2 - Research Methodology**

Research Methodology is the soul of the research. The current chapter covers research methodology used in the thesis in detail. The chapter deals in detail the nature, scope, objective, and limitations of the study. The chapter also covers the geographical profile of the region.

**Chapter 3 - Review Of Literature**

The chapter covers various literature related with marketing, consumer behaviour and mobile phones and different studies undertaken by different institutes, authors, magazines and researchers. The chapter took review of related literature available and tries to find out research gap.

**Chapter 4 - Research Findings of the Study**

In this chapter collected data was classified, tabulated and analysed by using different statistical tools y using data processing and statistical software. The interpretations are drawn from the analysis to suggest recommendations to overcome the problem under research. Statistical tools such as central tendency, correlation etc. are used to analyze the data. Analyses help in interpretation of the problem and drawing conclusions.
Chapter 5 - Conclusions and Recommendations

The last chapter is devoted to present the conclusions drawn from the analysis and interpretation of primary and secondary data. It gives suggestions and recommendations for increasing effectiveness of the marketing strategies in cell phone market. Hypotheses are tested based on the collected information. This study helps in providing new dimensions of thought for policy making as well as for further research.