CHAPTER – IV
METHODOLOGY OF THE STUDY

4.1. METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define it as a scientific and systematic search for pertinent information on a specific issue. According to Clifford Woody, research comprises defining and redefining the problem, formulating hypothesis or suggested solution, collecting, organizing and evaluating data, making deduction and reaching conclusion to determine whether they fit the formulating hypothesis\(^1\).

4.2. RESEARCH DESIGN

The type of research design used in this study is descriptive research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study the frequency average and other statistical calculations.

Descriptive design has been adopted as an appropriate one because it would help to obtain complete and accurate information. It is also called the survey design, since it takes to in account all the steps involved in a survey and hence the design is found to be the most suited one.

4.3. SAMPLING DESIGN

4.3.1. Population Area

The research is based on the general public in Sivaganga district of Tamilnadu. The researcher has taken the sample size from this study area for analyzing the impact of social marketing practices.
Sivaganga District is an administrative district of Tamil Nadu state in Southern India. It is bounded by Pudukottai district on the Northeast, Tiruchirapalli district on the North, Ramanathapuram district on South East, Virudhunagar district on South West and Madurai District on the West.

According to the 2011 census, Sivaganga district had a population of 1339,101 with a sex-ratio of 1,003 females for every 1,000 males, much above the national average of 929. A total of 137,235 were under the age of six, constituting 70,022 males and 67,213 females. Scheduled Castes and Scheduled Tribes accounted for 17.01% and 0.66% of the population respectively. In addition, the average literacy of the district was 71.67%, compared to the national average of 72.99%, while the district had a total of 338,938 households. On the other hand, there is a total of 779,240 workers, comprising 117,030 cultivators, 122,166 main agricultural laborers 9,864 in house hold industries, 212,042 other workers, 159,069 marginal workers, 23,973 marginal cultivators, 77,397 marginal agricultural laborers 4,792 marginal workers in household industries and 52,907 other marginal workers.

In 2006, the Ministry of Panchayats Raj named Sivaganga as one of the country's 250 most backward districts out of a total of 640. Consequently, it is one of the six districts in Tamil Nadu currently receiving funds from the Backward Regions Grant Fund Programme (BRGF)

4.3.2. Population size of the Study

The target population of the study has been taken as 82,448 from the universe based on the population size. Sivaganga district was divided into blocks and the blocks are
further divided into village panchayats based on the highest number of population. Thus, ultimate respondents were obtained by means of multistage proportionate random sampling.

4.3.3. Sample Size

According to the Rao’s soft online sample size calculator at 99 percent confidence level and 1 percent level of confidence interval, the total sample has been derived as 663 from the target population. The following formula has been used to proportionate the sample from the target population.

\[
\frac{n}{N} = \frac{n_1}{N_1}
\]

The population size is denoted by \(N\) and the sample size is denoted by ‘\(n\)’. The sample size is allocated to each stratum in the selected study area. Hence, in this method each stratum is represented according to its size. The details of target population and sample drawn are given below in the table 1.1
Table 4.1  
Details of Population and Sample Drawn

<table>
<thead>
<tr>
<th>S. No</th>
<th>Blocks</th>
<th>Highest Population Panchayats</th>
<th>Size</th>
<th>Total Population</th>
<th>Sample Drawn</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DEVAKOTTAI</td>
<td>Kandadevi</td>
<td>4293</td>
<td>8381</td>
<td>67</td>
<td>10.11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thiruvelgampet</td>
<td>4088</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>ILAIYANGUDI</td>
<td>Salaigramam</td>
<td>6088</td>
<td>8933</td>
<td>71</td>
<td>10.71%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Karaikulam</td>
<td>2845</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>KALLAL</td>
<td>Kallal</td>
<td>7207</td>
<td>12056</td>
<td>100</td>
<td>15.08%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kandramanickam</td>
<td>4849</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>KALAYARKOIL</td>
<td>Kalayarkoil</td>
<td>14490</td>
<td>19616</td>
<td>157</td>
<td>23.68%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kattendhal Sukkanurani</td>
<td>5126</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>SIVAGANGA</td>
<td>Kanjirangal</td>
<td>8954</td>
<td>21455</td>
<td>172</td>
<td>25.94%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vaniyangudi</td>
<td>12501</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>THIRUPPUVANAM</td>
<td>Thiruppachethi</td>
<td>6867</td>
<td>12007</td>
<td>96</td>
<td>14.48%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Keeladi</td>
<td>5140</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td>82448</td>
<td>663</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Secondary data

4.3.4. Sampling Method

The study population is finite. So the researcher has collected the data from 663 respondents in the study area. Probability sampling has been used to collect the data, in which the researcher has used Multi – Stage proportionate random sampling technique in methodology.
Figure 4.1
SAMPLE ATTAINMENT FRAMEWORK

Source: Secondary data

4.4. SOURCE OF DATA COLLECTION

The data collection pertaining to this study involves the primary and secondary data.

4.4.1. Primary Data

The primary data are those which are collected for the first time and so happen to be original in character. Primary data were collected by using well structured Interview Schedule.

4.4.2. Secondary Data

The secondary data were collected from journals, articles, magazines, books, newspapers, reports, and publications of various researches obtained from different university libraries and websites.
4.4.3. Data Collection Tool

A well structured Interview schedule has been used to gather the data from the selected samples. This schedule consists of various kinds of questions to cover up the research problem. All the questions are close ended questions with multiple choice and Likerts five point scaling techniques were adopted. The interview schedule has different factors addressing the major issues of the research problem.

4.4.4. Pilot Study and Pre - Test

The pre-test was conducted before finalizing the interview schedule. The researcher has conducted pilot study about the impact of social marketing in the study area and collected data from 50 general public in Sivaganga district, for the purpose of analyzing the reliability and validity of the interview schedule. Both formal and informal discussions were made to tune the content of the questionnaire. In addition, the Cronbach’s Alpha test was administered on the collected samples to find out the reliability and validity of the schedule. The interview schedule was finalized after the pre test. The reliability and validity of the interview schedule is given in Table no: 4.2.
Table 4.2
Reliability and Validity analysis of Questionnaire

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Factors</th>
<th>Cronbach Alpha value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Level of awareness about the social marketing</td>
<td>0.857</td>
</tr>
<tr>
<td>2.</td>
<td>Most influencing social marketing activities</td>
<td>0.878</td>
</tr>
<tr>
<td>3.</td>
<td>Various causes of Anti – social practices</td>
<td>0.913</td>
</tr>
<tr>
<td>4.</td>
<td>Level of Satisfaction towards the social marketing practices</td>
<td>0.953</td>
</tr>
</tbody>
</table>

From the above table, it is inferred that the Cronbach Alpha value for the items in the interview schedule shows factor wise highest reliability and validity through the SPSS 16 Version. Hence the designed interview schedule is used to collect the data from the samples among the general public in the study area.

4.4.5. Data Processing

After completing the data collection a thorough check was made and the whole interview schedule was processed for coding the data in the computer. Then, the coded data were processed by using the SPSS version 16.0.

4.5. RESEARCH HYPOTHESES

Ho1: There is no significant difference between the gender and respondents’ level of awareness about the health related social marketing activities.

Ho 2: There is no significant difference between the age and respondents’ level of awareness about the society related social marketing activities.
Ho 3: There is no association between the family income and influencing level of rainwater harvesting scheme.

Ho 4: There is no association between age and influencing level of road safety / traffic rules.

Ho 5: There is no significant relationship between the religion of the respondents and influencing level of anti – violence against women.

Ho 6: There is no significant relationship between the size of the family and influencing level of family planning programme.

Ho 7: There is no association between occupational status and influencing level of anti – plastic usage.

Ho 8: There is no significant relationship between the educational qualification of the respondents and influencing level of anti – child labour abuse.

Ho 9: There is no relationship between the gender and the level of satisfaction towards contraceptive and anti – tobacco usage by the respondents.

4.6. FRAME WORK OF ANALYSIS

4.6.1 Analysis of Data

The present study is analysed in five major sections namely demographic profile, awareness of the respondents about the Social marketing activities, most influencing services of social marketing, problems faced by the public for using anti social practices and satisfaction level of the respondents about the social marketing practices.
4.6.2 Statistical Tools used

The researcher has applied certain statistical tools to analyse the primary data collected from the respondents. They are as follows:

1. One Way Anova
2. Friedman Test
3. Kendall’s ‘W’ Test
4. Chi square Test
5. Factor Analysis
6. Mann Whitney ‘U’ Test
7. Cluster Analysis
8. Structural Equation Model (SEM)

The socio-economic profile has been analyzed by simple percentages. The awareness of the respondents on the social marketing activities are analysed by the ANOVA test. The Friedman test has been used to assess the mode of knowing about the Social marketing practices. Kendall’s ‘W’ test is used to analyse the most influencing health related services. Chi square test has been used to analyse the most influencing society related services. Kaiser Meyer Olkin (KMO) and Bartlett’s test has been used to check the normality of the distribution. Based on the KMO value the factor analysis has been used to find out the respondents opinion about the problems faced by the public for consuming alcohol and tobacco. Likert scaling technique is used to analyse problems faced by illegal or unsafe sex and using plastic. Mann-Whitney -U test was used to evaluate satisfaction level towards contraceptive usage and anti tobacco usage.
Cluster analysis has been used to categorize satisfaction level of the respondents towards the social marketing practices.

4.7. LIMITATIONS OF THE STUDY

1. As no work has been done earlier in this regard scarcity of secondary data and inadequate disclosure of information are the problems found here.

2. Accuracy of the primary data collected depends upon the authenticity of the information given by the respondents in the interview schedule.
REFERENCES


