5 RESEARCH METHODOLOGY

5.1 OBJECTIVES OF THIS STUDY:

The primary objective of this study is to understand changing consumer behavior towards emerging shopping malls today. In this context, the present study has been conducted with the following objectives:

1. To understand the Consumption pattern of Indian consumers from traditional (kirana stores) to organized retail store (mall culture)
2. To understand the different variables / factors influencing consumer behavior
3. To understand consumer decision making process towards one stop shop.
4. To understand the growing trends of organized retail industry
5. To Measure and compare the attitude and perception of shoppers towards the malls of Mumbai.

5.2 HYPOTHESES

Statement(s) of hypothesis:

A Hypothesis is a unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

The following alternative hypotheses will be tested in relation to the research variables:

1. **Hypotheses 1**: The Shopping Mall is the preferred type of retail store due to convenience and variety
2. **Hypotheses 2**: The consumers are finding it easier to shop at malls where a wide variety is available under one roof.
3. **Hypotheses 3**: Consumers are influenced in making buying decisions by the product attractiveness and arousal generated while shopping in malls
4. **Hypotheses 4**: Shopping malls with better leisure facilities and ambience attract a large number of visitors, who stay longer in the malls and indulge in compulsive buying.
5.3 SOURCES OF DATA

5.3.1. Primary data
Primary data are those which are collected for the first time and which could be original in character. There are several methods of data collection, particularly in descriptive researches. This includes following methods. Observation Method, Interview Method, Collection of data through questionnaires, such as warranty cards, content analysis, projective techniques, depth interviews and systems audits etc.

A structured questionnaire was built in correlation with objective of research and hypotheses. Thus data using structured questionnaire was be collected from shoppers .

5.3.2 Secondary Data
Secondary data represents a very powerful tool for the researcher as entire research work is carried out on the basis of secondary data. It is nothing but the backbone of research work. Secondary data is the one which has already been collected and analyzed by someone else. Usually this analyzed data is available in the published form.

The concepts regarding consumer behaviour and other literature were taken from the different reference books and text books. The articles which were based on the related topic were taken from Newspapers & Magazines which were published. Literature from the research journals were taken to have an insight of the research problem so that the gap in this research was identified and hypotheses was formed. Last but not the least Literature from Websites was also reviewed

5.4 Research Design
Research design is an outline of research study which indicates that what researcher will do from writing the hypothesis and its operational implications to the final analysis of data. A research design is the arrangement of conditions for data collection and analysis of data in a manner that aim to combine relevance to research purpose with economy in research procedure. research
design constitutes decision regarding what, why, where, when and how concerning an inquiry or a research study. Overall research design may be divided into the following parts. A Descriptive Cross-sectional design was decided to implement as per the demand of this current research. The research aims to quantify the attitudes and perceptions of the customers towards shopping malls. It would be descriptive in nature because it measures the impact of Age, Gender, Income, Marital status, Occupation and qualification and its influence on the purchase decision.

The data will be collected from the shoppers responses were analyzed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

5.5 Sampling Design

A Sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researches would adopt to select units for the sample. It will also indicate the number of units to be included in the sample also known as Sample size. Sampling design is determined before data are collected.

5.5.1 Type of Population: The first step in developing any sampling design is to clearly define the aggregate of sampling units, namely, the population. Thus the researcher had made an attempt to clearly define the population under study. The population here considered by the researcher was Mumbai city which was quite unambiguous.

5.5.2 Sampling Unit: The sampling unit was identified by the researcher before selection of a sample. A sampling Unit may be a natural geographical unit such as a state, a district, a village or a. It may be a social entity such as a family or a school. It may also be an individual. Thus for the specific reason (logistics, cost, heterogeneous crowd) the sampling unit selected was he south geographical region and the specific individuals belonging to this region.

5.5.3 Type of Sample: Sampling is concerned with the selection of a subset of individuals from within a population to estimate characteristics of the whole population. The three main advantages of sampling are that the cost is lower, data collection is faster, and since the data set is smaller it is possible to ensure homogeneity and to improve the accuracy and quality of the data. It refers how sampling units are selected. For the intention to complete the research project, the researcher had deployed Non
Probability Sampling method known as **Convenience Sampling**. This method will attempt to obtain a sample of convenient elements who were ready to give information.

The sampling elements or consumers were the shoppers; the convenient sample was divided into four clusters namely, students, service class, professional and others.

**5.5.4 Size of the Sample:** The total sample size decided by researcher was 450 across Mumbai city. All clusters namely, students, service class, business class, professional and others was be considered for the same. Researcher had made an attempt that the sample size was adequate, representative and estimator with sufficiently high precision.

**5.6 Research Area (Scope of Study)**

In the city of Mumbai data was collected which encompasses central and western part of south Mumbai. This scope of study was taken due to logistical problem and also as Mumbai is miniature of Maharashtra (India). All attempts were made to collect the data from different parts of Mumbai. Thus results of Mumbai can be used for further studies with respect to Maharashtra (India). Also one more reason why this area was taken under consideration was that the area under research was heterogeneous in the sense, all class of people could be easily contacted.

**5.7 Testing of Hypotheses**

For the primary objectives which are considered by the researcher and the corresponding hypotheses, the statistical technique used to test the hypothesis was non parametric test called chi square test which is also known as test of independence, t-test and ANOVA.