Chapter 4
Research Methodology

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4.0 Introduction

This chapter gives clear understanding of research methodology of the study along with data collection, various statistical tools, sample selection, procedure of data analysis etc. taken in this chapter.

The present study titled, “A study of consumer perception on buying behavior in apparel retail sector with reference to selected cities of Marathwada region” has been initiated with the basic objective of understanding the consumer perception and buying behavior of consumer in Marathwada region about branded apparel.

This part gives detailed idea about the research methodology followed in conducting this study. It started with the objectives to be achieved, followed by the framework to conceptualize those research objectives. It also covers the sampling method data collection methods, questionnaire preparation and brief idea about data analysis tools. Validity and reliability issues also discussed along with checking of normality of data.

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 400 respondents in major cities of Marathwada region and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire.
4.1 Objective of the Study

The objectives of the present study may be summarized as under:

1. To study the consumer perception for branded / unbranded apparel in Marathwada.
2. To study the socio economic demography of the potential buyers of branded apparel.
3. To study the effect of pricing on the purchasing power of the consumer for the branded apparel.
4. To study the impact of advertising on consumer perception in Marathwada region.

4.2 Hypothesis

To pursue the proposed study, the following hypotheses are framed.

H1: Advertising and Sales Promotion has an influence on Consumer Perception.
H2: Price of branded apparel does not inhibit potential consumers from purchasing.
H3: Socio economic and cultural background of consumers has an impact on their perception.
H4: Males prefer branded apparel more than female buyers.


4.3 Significance of the Study

The present study aims to determine the factors affecting Marathwada consumers' purchase intentions toward branded apparel that is available in their market. Apparel retail sector is a booming sector in present scenario. In the big city like Aurangabad more consumers prefer branded apparels. However, considering price factor and socio-cultural preferences as a determinant of the choices customer make during buying, this study is designed to understand the changing trend in the present apparel retail sector. The study will be pioneer study in the field of fashion as the literature available in this field is scanty. It will provide the demographic variation of the consumers for making choices for branded apparel. Also it will give an idea for the relationship between style and fashion being an indicator of personal satisfaction of the consumers.

4.4 Scope of the Study

The study was restricted to respondents from Marathwada region based in Aurangabad city, Nanded city, Latur city, Parbhani city. The study used descriptive method. As the factors to be studied were being developed over a period, it was not possible to study them under experimental conditions.

4.5 Data Collection

Source and Method of Data collection

4.5.1 Primary Data

Primary Data was gathered using survey as a mode of data collection. To conduct customer surveys structured questionnaire was prepared the methods used for Primary Data Collection were
4.5.2 Secondary Data

The Secondary data was gathered from different publications of Apparel and Retail Trade associations like Clothing Manufacturing Association of India, Retailers Association of India. The facts, figures and statistics on Retail and various Brands were explored through Books, Magazines, Journals, Periodicals and Internet. Major sources of secondary data in the review of literature were research papers, Articles, Newspapers.

4.6 Design of Questionnaire:

The researcher has used structured questionnaire with close ended questions to avoid variations in the respondent’s responses. The questions had options to cover all possible replies of respondents. This style of questionnaire standardizes the responses. All the questions asked in this questionnaire were formulated based on intensive and extensive literature review, expert’s opinions and pilot survey.

4.7 Research Design

The present research is designed to use quantitative data collection for ascertaining the perception, views and attitudes of customers in apparel retail sector. The demographic profile of the respondents consist age, gender and socio-economic background. After designing the questionnaire, a pilot testing is done on the respondents from each of the four places involved in research. After the data collection, all the questionnaires were
scrutinized to ensure, accuracy and completeness in as systematic way according to the need of objective of the study.

4.8 Selection of City

In Marathwada region there are 8 (Eight) district, namely Aurangabad, Nanded, Latur, Parbhani, Hingoli, Jalna, Beed and Osmanabad. Out of these eight district 4 (Four) district cities are randomly selected for study. These cities are selected on the basis of population, like cities with more than 3lac population as per census 2011 have been selected for this study in Marathwada which represents the major urban part of Marathwada region.

4.9 Sample Size

Sample size 400 customers selected from the major cities of Marathwada viz; Aurangabad, Nanded, Latur and Parbhani.

4.10 Selection of Sample

The researcher has personally visited to the selected cities for this study, where it is found that there are 236 apparel stores which include branded apparel retail stores and apparel retail stores which sale branded and unbranded apparel. In Aurangabad there are 110 such apparel stores, In Nanded 50, in Latur 46 and in Parbhani 30.
Among these 236 stores fifty percent (50%) stores 118 stores have been taken for the study and it is identified that no. of customer footfall in these apparel store which is 4000 out which 400 respondent (10% of Total footfall) have been selected as per the convenient sampling method for the study. Compilation of sample size Table no.1

4.11 Instrument

A structured questionnaire is the major instrument that was used to collect the data. The questionnaire was used in order to get a standard form of response from the respondents.

4.12 Data Processing and Analysis

After the data collection, all the questionnaires were scrutinized to ensure, accuracy and completeness in as systematic way according to the need of objective of the study and after that it simplified in a statistical techniques like mean, percentile, and graphical analysis etc, along with statistical software like Ms-Excel, used for data analysis in the

Table No: 1.

Compilation of Sample size for study

<table>
<thead>
<tr>
<th>SR.NO</th>
<th>CITY</th>
<th>APPAREL STORES</th>
<th>50% STORES FOR STUDY</th>
<th>AVERAGE CUSTOMER FOOTFALL</th>
<th>TOTAL RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aurangabad</td>
<td>110</td>
<td>55</td>
<td>2080</td>
<td>208</td>
</tr>
<tr>
<td>2</td>
<td>Nanded</td>
<td>50</td>
<td>25</td>
<td>800</td>
<td>80</td>
</tr>
<tr>
<td>3</td>
<td>Latur</td>
<td>46</td>
<td>23</td>
<td>760</td>
<td>76</td>
</tr>
<tr>
<td>4</td>
<td>Parbhani</td>
<td>30</td>
<td>15</td>
<td>360</td>
<td>36</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>236</strong></td>
<td><strong>118</strong></td>
<td><strong>4000</strong></td>
<td></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data
study. These tools were necessary as it would have been very difficult to analyze the large amount data any other way. On the basis of analysis the data have been interpreted in the form of findings and conclusions.

**4.13 Descriptive statistics**

**4.13.1 Mean:-**

Mean is used for processing collected primary data and also to calculate the socio-economic factors of consumers in selected cities of Marathwada region.

Mean can be calculated as follows

\[
\text{Mean} = \frac{\sum Y}{N}
\]

Where \(\sum Y = \text{SUM OF SERIES}\)

\(N = \text{NUMBER OF OBSERVATIONS}\)

**4.13.2 Median:**

It is used for primary data for socio-economic factors of consumers and its influence on the present study Median can be calculated as follows

\[
\text{Median} = \text{size of } N+1/2
\]

**4.13.3 Hypothesis Testing:** With the help of Chi-square test, researcher tested the first hypothesis. \(\text{Chi Square Test } (X^2)\)

**4.14 Limitation of Study**

This study carried out in selected cities of Marathwada Region which have following limitation.

1) This study is focused on particularly Apparel Retail sector as this is vast.

2) This study is to be carried out only in Major cities of Marathwada region.

3) Inconsistency of consumer perception and consumer buying behavior.
4) Study will be depending on primary data.

4.15 Chapter Plan of the Study

The contributions made in this thesis are organized chapter by chapter as given below: Following is the chapter plan for concern Research

Chapter 1) Introduction

This chapter gives epitome of the study which consist introduction to Indian apparel retail industry, consumer perception, buying behavior of respondents of Marathwada region of Maharashtra. It also include nature and scope of the study, objectives of Study, hypothesis of study, and summery of findings and conclusion.

Chapter 2) Review of Literature

Review of studies reported earlier in the subject of present study have been made for designing conceptual frame work, Methodology and concluding findings in the light of earlier researches.

Chapter 3) Profile of Marathwada Region

This chapter gives introduction of Marathwada region, historical profile of Marathwada one of the five regions in Maharashtra State of India. It also include economic situation of Marathwada region, Social and Cultural heritage of Marathwada region.

Chapter 4) Research Methodology

This chapter gives clear understanding of research methodology of the study along with data collection, various statistical tools, sample selection, procedure of data analysis etc. taken in this chapter.

Chapter 5) Data Analysis and Interpretation
This chapter gives out of field survey, Data collection, analysis of data, interpretation of data, adopted various statistical tools and result of primary data were taken this chapter.

**Chapter 6) Findings, Conclusions & Suggestions**

Various findings and conclusions drawn from the study are given in this chapter. Recommendations from the study flow from the conclusion drawn in the study.