Chapter 2 – Research Methodology

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2.1 Introduction

This chapter is devoted to the presentation of general profile of the area under study i.e. Mumbai and the Methodology used for the study. In this chapter the researcher has covered geographical, historical, demographical and socio-economic aspect of the area under study.

2.2 Profile of Mumbai

Mumbai is the capital city of Maharashtra and business capital of Republic of India. It is the gateway to modern India. Mumbai was formerly known as Bombay. It is one of the popular cities in India. Mumbai is the city with highest population in India. It is also the fourth most populous cities in the world. The city has a total metropolitan area population of approximately 20.5 million. There are neighbouring urban areas of Navi Mumbai and Thane. If these two areas included Mumbai becomes the most populous urban regions in the world. Mumbai lies on the west coast of India. The city of Mumbai is gifted with a deep natural harbour. In 2009, Mumbai was named an Alpha World City. It is one of the wealthiest cities in the world. The city of Mumbai has the highest GDP in Asia.

Mumbai is also known as “Global city” in India. These islands constituted together and formed Mumbai. There are four metro cities in India and Mumbai is one of the successful metropolitan cities in India. It is the financial and commercial hub of India. Mumbai is also recognized as a principal port on the Arabian Sea.

The oldest known names for the city are *Kakamuchee* and *Galajunkja*; these are sometimes still used.¹ Ali Muhammad Khan, in the Mirat-i-Ahmedi (1507) referred to the city as Manbai. In 1508, Portuguese writer Gaspar Correia used the name Bombaim, in his Lendas da Índia (“Legends of India”).²

Other variations recorded in the 16th and the 17th centuries include: Mombayn (1525), Bombay (1538), Bombain (1552), Bombaym (1552), Monbaym (1554), Mombaim (1563), Mombaym (1644), Bambaye (1666), Bombaiim (1666), Bombeye (1676), and Boon Bay
After the British gained possession of the city in the 17th century, the Portuguese name was officially anglicised as Bombay.

Mumbai is also known as entertainment capital of India. Mumbai is also called as Bollywood. Largest Film production is taken place in Mumbai. Mumbai is also famous for glamorous life. Mumbai is also known for its unique position in the group of multi-ethnic cities of the world. As the home of the world’s largest film industry, it is constantly redefining fashion and style.

2.2.1 Historical background of Mumbai

It is revealed for the history of Mumbai city that the city consisted of seven islands which are as follows:

1. Colaba,
2. Parel,
3. Old Woman's Island,
4. Mahim,
5. Mazagaon,
6. Wadala, and
7. Matunga-Sion.

There are the signs of human life which were found since the Stone Age. From the earlier days of the civilization there were evidences of fishermen living in the area. This area was dominated by the fishermen. History reveals that there are various groups of fishermen living in the area from the different areas namely Vindhya Plateau, Gujarat and Konkan.

During 350 B.C. the area was captured by the Mauryans and established their dominance. Mauryan Emperor Ashoka captured the area of Mumbai from Koli community. During the Mauryan period this area was developed culturally. Various manuscripts and works of fine arts related to Buddhism can be witnessed in the Kanheri and Mahakali Caves of that century. It was the period during which the area was influenced by Hinduism and Buddhism. Satavahanas took over the areas from Mauryas. Satavahanas had friendly relations with the kingdom of Rome. In
association with the Kingdom of Rome, Satavahana developed the port of Sopara in this area. This is now recognized as Nala Sopara. This port was the major centre of Trade between Satavahana and Kingdom of Rome. This group of islands was called as Heptanesia by the renowned Greek Geographer of the then period Ptolemy.

Rulers of Abhiras and Vakatakas ruled this area after the decline of Satavahana. These rulers came from the areas of Western Maharashtra and Vidharbha respectively. But their rule was not for a very long time. During the fifth century the area came under the control of Kalachuris who were from Central India. During the period of Kalachuris, Jogeshwari Caves were constructed. Later the area of Kalyan was invaded by the Greek merchant Cosmas Indicopleustes. The origin of world known Elephanta Caves dates back to the same period. The Chalukyas of Karnataka under Pulakesi II was defeated Mauryas and ruled the area for some time. Dantidurga of Rashtrakuta Dynasty from Kanara also try to dominate the area during the 749-750. The arrival of Christians in the country was seen after the establishment of Nestorian Church on the islands. During 810 to 1260 the area was controlled by the rulers of Silhara dynasty of Konkan. During the late 13th century King Bhimdev of Yadav dynasty established his control and constructed various temples in the area.

Dominance of Hindu rulers came to an end with the attack of Muslim rulers of Gujarat in 1348. The Muslim ruler Mubarak Khan of Khaliji dynasty of Gujarat captured the area from the Hindu rulers. Maliq-us-Sharq was appointed as the governor of Mahim area. The rulers hand over the area to him. They gave him the authority to make necessary changes in the rules and revenue system of the island. During the 15th century, the Bhandaris who are the Koli rulers defeated Mughal rulers. They ruled the area for eight years. Rai Qutb of Gujarat Sultanate defeated Bhandaris and took the area again under their control. After the death of Rai Qutb the area came under the control of Ahmad Shah I. Ahmad Shah I was defeated by the sultanate of Gujarat. They recaptured the island again. They built various mosques in the area of island. The Haji Ali Dargah in the Mahim area was built by them only.

India became independent in 1947. Mumbai was the city which was incorporated into then Bombay State. During 1960 there was a very huge movement in this area. This movement is
known as United Maharashtra Movement. Due to this movement a new state of Maharashtra was created and Bombay became the first capital of newly created state.

2.2.2 Geographical Background of Mumbai

Mumbai is a city which is consists of two distinct regions:

1. Mumbai City district and

These two areas are treated as two separate revenue districts of Maharashtra. The total area of Mumbai is 603.4 square kilometers. Mumbai City Island has an area of 67.79 square kilometers. Mumbai Suburban district has an area of 370 square kilometers. All together the city has accounting for 437.71 square kilometers. This area is under the administration of Brihanmumbai Municipal Corporation (BMC). The remaining area belongs to Defence, Mumbai Port Trust, Atomic Energy Commission and Borivali National Park, which are out of the jurisdiction of the BMC.

The city is situated between 18° 96' north latitude and 72° 81' east longitude. The average elevation ranges from 10 meters to 15 meters. The major portion of the city is at the sea level while the maximum height of the city is at 450 meters.

Soil of the Mumbai city is predominantly sandy. The reason for sandy soil is because of its proximity to the sea. The soil of suburban Mumbai is mostly alluvial and loamy. The city is underlying the rock of black Deccan basalt flows. The Mumbai city is classified as a Seismic Zone III region. This classification shows the possibility of an earthquake of up to magnitude 6.5 on the Richter-scale.

Mumbai has a tropical wet and dry climate. There is seven months of dryness and peak of rains in July. Mumbai enjoys coolest season during the month of December to February. There is summer season from March to June in Mumbai. The maximum annual rainfall ever recorded was 3,452 mm for 1954. The highest rainfall recorded in a single day was 944 mm on 26 July 2005.
The average total annual rainfall is 2,146.6 mm for the Island City, and 2,457 mm for the suburbs.

The average annual temperature is 27.2°C. In the Island City, the average maximum temperature is 31.2 °C, while the average minimum temperature is 23.7 °C.

2.2.3 Cultural Background of Mumbai

Mumbai is the city where there is cosmopolitan culture with diverse and contrast backgrounds. The city is with a unique mix of culture. There are people with different religion are living together. There are people living together and speaking different languages. The city also has impact of different cultures as the rulers from different religion rule the island. The city is incomparable between the other capitals of the world. Mumbai is a city with varied cultural societies with a blend of old and new.

City of Mumbai is one of the favorite cities for migrants in India. People from almost all states are living in India for their bread and butter. People from the city enjoy all the festivals together irrespective of the religion. Marathi is recognized as the official language of Maharashtra and hence it is also spoken in the city. There are other languages too which are widely spoken in the city which are Gujarati, Hindi and English.

There are various famous places from the different religion which are Siddhi Vinayak Temple, Haji Ali shrine and a Mount Mary Church. Peaceful co-existence and religious and cultural tolerance make up the moral-fibre of the citizens of Mumbai. No wonder then that Mumbai is often referred to as a ‘Mini India’.

2.2.3 Economic Background of Mumbai

Mumbai is one of the most important cities in India. It is well known as commercial and financial center of India. It is backbone of Indian Economy. Mumbai is the centre of most of the economical and commercial activities in India. More than 6% of India’s total GDP (Gross Domestic Product) is said to be contributed by Mumbai. Large portion of this GDP came from contribution by Industries which is 25% and sea trade which contributes around 70%. Mumbai is
amongst largest ports in India. Bombay High which is located in Mumbai is the biggest supplier of Oil in India. Bombay High is operated by (ONGC) Oil and Natural Gas Corporation of India.

Major financial institutions of government of India are operating from Mumbai. The headquarters Reserve Bank of India is in Mumbai. Two of the most important stock exchanges in India which are National Stock Exchange and Bombay Stock Exchange are also located here. Many of Indian corporate giants have their offices in Mumbai. The economy of Mumbai has everything to offer to everybody who is coming to Mumbai. The headquarters of most of the satellite televisions are also located in Mumbai. India’s film industry which is known as Bollywood is also working from Mumbai only.

The economy of Mumbai improved drastically after economic reforms in 1990. This period is also known as the period of economic liberalization. These reforms strengthened the economic position of Mumbai in the world.

2.3 Objectives of the Study

The objectives of the study are as follows:

1. To find out impact of Marketing Strategies on the consumers.
2. To determine the factors which influence the effectiveness of marketing strategies.
3. To study the different marketing strategies used by the mobile operators in Mumbai.
4. To find out influence of the factor ‘Brand Ambassador’ while selecting operator services.
5. To find out the effective media of marketing preferred by the consumers.
6. To find out the factors that encourages customer to go for a particular brand.

2.4 Limitations of the Study
The limitations of the study are as follows:

1. The present study has geographical limitations. The study only covers Mumbai region 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 two years i.e, 2010 and 2011.
4. As there are many mobile operators in Mumbai, the study covered only two mobile operators i.e, Airtel and MTNL

2.5 Hypothesis of the Study

The hypotheses of the present research work are as follows:

1. Television is the most effective media of Marketing through which consumers gathers necessary information.
2. Mobile Consumers are influenced by the impact of brand Ambassador.

2.6 Methodology of Research

The present study leads to explore the impact and effectiveness of the marketing strategies adopted by the mobile operators in Mumbai. The study tries to analyze the media preference for marketing strategies by the consumers. 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:

A. Primary Data
Primary data is the foundation on which analysis of the present study is based. Primary data is 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 is used to collect the data. There were 500 respondents were selected randomly. The researcher selected 250 respondents each from Airtel and MTNL.

Statistical tools such as central tendency, correlation etc. are used to analyze the data. Analyses help in interpretation of the problem and drawing conclusions.

B. Secondary Data

Secondary data is also an important source of data on which the present thesis 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:

1. Reports and publications of National and International Institutes.
2. Reports of Government and NGOs.
3. Various research journals, periodicals and newspapers related with commerce, management, marketing etc.
4. Internet browsing.

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

C. Statistical Tools

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

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

2.7 Plan of the Presentation of the Thesis
The researcher has planned to divide the present study in following chapters:

**Chapter 1 – Introduction**

The chapter covers introduction of marketing with special reference to marketing of mobile operators. It also covers history of telecommunication in India, different definitions and significance of the problem. It describes the nature, scope, objective, and limitations of the study.

This chapter also studies growth and development of telecom sector in India. It takes an overview of telecom sector in the world as well as in India. It takes an overview of recent development of telecommunication in India.

**Chapter 2 - Research Methodology**

This is one of the most important topics in this study. In this chapter detailed discussion has been made on the research methodology used for the purpose of the study.

**Chapter 3 – Review Of Literature**

This chapter covers various literature related with the study undertaken by different institutes, authors, magazines and researchers.

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

The chapter analyses the collected data. In this chapter the collected data has been analyzed and interpreted with the various statistical tools. 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 in the marketing strategies. Hypothesis has been tested based on the
collected information. This study helps in providing new dimensions of thought for policy making as well as for further research.