3.0. RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The following present the process of the study:

3.1.1 Research Design

The research design used intended for the study includes explorative, evocative and analytical studies.

3.1.2 Population

The research is undertaken in the four areas 1. Banjara Hills, Jubilee Hills 2. Hi-Tech City, Gachi Bowli 3. Charminar, Mehadipatnam 4. Balanagar, BHEL located in twin cities of Telanagana

3.1.3 Sample Design

Sample sizes of 1200 customers were selected during the period i.e. 2016 to 2017. Who visited specialty shops located at selected area, sample is drawn from each area is 300. were selected by convenience sampling method.

Table: 3.1 Area And Size of respondents

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Area</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banjara Hills, Jubilee Hills</td>
<td>300</td>
</tr>
<tr>
<td>2</td>
<td>Hi-tech City, Gachibowli</td>
<td>300</td>
</tr>
<tr>
<td>3</td>
<td>Charminar, Mehadipatnam</td>
<td>300</td>
</tr>
<tr>
<td>4</td>
<td>Balanagar, B.H.E.L</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Total Population</td>
<td>1200</td>
</tr>
</tbody>
</table>

3.1.4 Period of study

The period was taken as 2012 to 2017 for the Secondary data. For Primary data the period is 2016 to 2017.

3.1.5 Developing Questionnaire

The information was collected by means of a person administered questionnaire. This was developed in the following stages:

1. Identifying variables and developing draft.
2. Pilot survey
3. Finalize the questionnaire

Identifying variables and developing draft:
Various dimensions of the trade outlets shopping speciality shops in context of customer preferences were specified as variables for the study. These variables were identified on the base of previous research done in nation and abroad and other literature sources. The statements were calculated on five point scales to enable consumers to make improved discriminations with both highly satisfied and highly dissatisfied as anchors.

**Pilot survey:**
A pilot survey was done on 50 customers from speciality to known the stage of understandability and rectifies the errors if some in the survey. There were no major difficulties encountered by the consumers as such. After the pilot survey, he only minor changes in statements and in conditions of language were made.

**Finalizing the questionnaire:**
The draft questionnaire was finalized after the pilot survey. The final questionnaire comprise of four divisions. The primary sector (Q1 to Q9) connected to demographic outline of the customers, (Q10 to Q17) consisting of some basic questions on monthly income, family size, often visits in a month time exhausted, items generally purchased shopping days and time, time spent in retail outlets. The second section (Q18 to Q19) consists of some basic questions are comprised of Importance retail formats Features of retailing and store attributes. The 3rd section (Q20 to Q22) consists of basic questions on product wise shopping preferences i.e., buying commodities and handiness merchandise, importance of organized retail in country. The fourth section consists of the shopping practice at specialty shops.

**3.1.6 DATA COLLECTION**
To raise our understanding of shopping behavior, it is determined toward conduct an investigative learns toward recognize main favorite between buyers. It concerned conducting a meadow review in selected speciality shops. The data is gathered from the persons connected with speciality shops and consumers visited the outlets. The consumers are move toward on the shopping mall following they have over buying and be send-off the amass. It is feel that superstore cut off (way out meeting) could imprison the “regency” result. Whereas interviews gone from the malls would bring only “visualized perceptions”, not the actual experience. The consumers were administered a structured questionnaire to fulfill the objectives as mentioned the response was recorded by means of a place of statements measured on Likert type Scale and demographic questions.
The questionnaire designed for the survey, conducted through the period 1st July 2016 to 31st November 2017 was administered to 1200 consumers of selected Speciality shops situated in twin cities of Telangana.

3.1.7 Source of Data

Internet Websites of the companies, annual reports, Published articles, Printed material written by experienced persons and authors. Thesis of the research scholars, survey reports of well-known research institutes are taken for the secondary data. Administered questionnaires filled by the respondents are taken for primary data analysis.

3.1.8 Data Processing

The data gathered from the customers were separated according on the method to their category and were screened for any possible errors. Later these data, which is in quality form, were transformed into codes and those codes were entering keen on the computer in the spreadsheet form. Later, these spreadsheet form data were process with the assist out of SPSS statistical package. All the fraction tables were ready first in arrange to know the trends, and then descriptive statistics were prepared for all variables.

3.1.9 Method of Data analysis

Methods of data analysis

The data collected through the questionnaire from study banks of the respondents, were coded and analyzed for interpretation in the following manner. The questionnaire for Specialty shops coding was done in the following manner for the type of the study

The question with the non- comparative rating scale, that is 5 tips Likert level, has been coded inside the following manner.

• powerfully differ =1
• Differ =2
• Neither concur nor differ =3
• concur =4
• powerfully concur =5

After the coding is completed, the study of the information is complete within the next way. In the primary pace, the incidence of the reply of everything, beneath diverse system group with the proportion is calculated. During the subsequent stair, the signify, average departure and variance used for the incidence of both article is
In the fourth step, Chi-Square examination is ended to cram the affiliation amid a scrupulous article with the type of bank and apposite construal is conditional beginning the chi-square examination outcome, Chi-Square analysis is the technique that is typically used in understanding whether the observed (sample) frequencies are consistent with those expected under application of the model.

3.1.10 Chi-Square test
The Chi-Square test is a numerical test symbolically represented as X² to be able to be old to decide whether experiential incidence are considerably dissimilar as of predictable incidence. Chi-squared test is basically an experiment support on the chi-squared limit. Chi-Square is mainly used for a goodness of fit test. It procedures how fine a position of comments concur with that imagine by a few hypothesized distribution. Chi-Square examination is single of the easy plus the majority extensively old non-parametric tests. A Un-parametric makes no assumption about the parameters of the populace as of which the example is haggard.

Chi-Square explains the degree of the inconsistency amid hypothesis and surveillance. It is useful to find whether two or more attributes are associated or not (i.e., independent) it is incredibly widely recognized like experiment of decency of robust designed for the cause that it allows us to determine how rightfully division such as binomial, poison and standard fit observed distributions. It is also considered as a test of homogeneity. Such a test is planned to conclude whether two or additional autonomous arbitrary example are pinched from the identical populace or not.

Application of Chi-Square
- A Chi-Square examination for the kindness of well
- A Chi-Square analysis for the autonomy of variables
- A Chi-Square analysis meant for the parity of more than 2 populace size.

Analysis of Variance (Annova)
The study uses Annova analysis for finding out whether here is a noteworthy distinction amid end user satisfaction and choosing specialty superstore in purchase decision was used for the study.
Analysis of Variance (Annova) using factorial design method is done to study the impact of specialty shops features, quality and brand variables their relationship. Analysis of variance (Annova) is a set of techniques for studying the cause and result of solitary or added factors (autonomous erratic) lying on a single needy erratic. In the present study one-way Annova was used. F-test under Annova has been conducted to understand whether the dissimilar samples encompass been pinched beginning the populace contain the equivalent mean.

\[ F = \frac{\text{between-column variance}}{\text{with- in column difference}} \]

\[ \text{DF} = \text{Degrees of freedom for numerator} = (\text{Number of samples} - 1) \]

\[ \text{Degrees of freedom for denominator} = (\text{Sum sample size} - \text{Number of samples}) \]

When samples are not tired since the populations contain the similar denote, amid feature difference tends to be bulky than with- in feature difference and the cost of ‘F’ figures tends to be bulky. This escort to the refusal of unsound suggestion.

The present study has used Annova test to know the significant differences consumer satisfaction features, quality factors among the specialty shops. Moreover Annova also used to discern the significant difference among banks wise customer satisfaction of customers.

**3.1.11 Correlation analysis**

Association examination be approved absent toward study the relationships between the features, quality of specialty shops, which serve equal has high relation among the factors. Association coefficient is calculated of linear relationship amid 2 uneven. Cost of the association coefficient is always between -1 and +1.

Finally, the results of the cross tabulation, chi-square analysis, analysis of variance and correlation analysis are generated with the help of SPSS 20.0 package.