4.0: Introduction:
The researcher has made an attempt to establish the research gap, by reviewing the existing and available research works and on that basis, has found out that none of the earlier researchers has conducted a study which talks about consumer behaviour related to hosiery products, that too in Indian context, those researches who have been conducted in similar fields also has not focused on the process of consumer buying in great details. Hence the researcher proposes to undertake the present research work.

The present chapter contains the research methodology followed, for undertaking the present research work. This chapter sets out the background to the research, the methodology and techniques employed in conducting the research, together with explanation and justification as to why such methods and techniques were used to produce the research findings that follow.

4.1 Nature of Data
Once the research topic is being finalized, the researcher needs to identify data requirements and formulate the strategy for the same. It is of utmost importance as the answer to the research question very much depends upon the authentic and appropriate data collected from the reliable sources. Thus, data collection is vital to the success of any research study. Data could be any facts, statistics, numbers or simply any relevant material related to past or present useful for the analysis of the study.

There are mainly two sources of data collection, primary and secondary. Primary source is those from where the firsthand information is collected. As the data is directly collected from the source, it is considered as the most reliable data. The secondary data is collected from already published sources like government sites, company sites, journal, newspapers and any other published material. Though primary source is considered as more reliable and authentic, importance of secondary sources of data...
collection cannot be ignores. Keeping in view the present research requirement, the researcher, collected both primary data and secondary data for the study. The primary data was directly collected by the researcher from the customer of hosiery products within the target region of Pimpri Chinwad area of Pune city. And secondary data was taken from various books and online published material.

The consumer behavior is not only depicted at the time of purchase but it is a continuous process and has different phases there are pre-purchase, during the time of purchase and post purchase behavior. The objectives of present research include customer buying behavior during and post buying phase. Thus, the respondents were asked relevant questions for the purpose of solving research objectives. Convenience Sampling was used for deciding the sample of the study so as to collect data without complications. The Population considered for the sample size was in a way homogenous, (all customers of hosiery products). Therefore, there does not arise a need to employ probability sampling techniques and thus convenience sampling was considered suitable for collecting data.

The data for the present study was collected from customers who visited retail stores for buying hosiery products. Out of the total stores located in Pimpri Chinchwad area, 16 such retail stores were selected from where the researcher has received a total of 522 responses. Names of these stores are motioned herewith

1. Ramesh collection
   Address: H.B 8/6 Arya samaj chowk Near Railway station pimpri pune
   Mobile: 98500220254
   Email: motwani1975@gmail.com
   Established :1991
   Product; Readymade garments, winter wear, rainy wear.

2. Kumar garments
Address: sun plaza building near Panjabi gurudwara J.n Road pimpri pune
Mobile: 9850499399
Email: kumargarments10@gmail.com
Products: Readymade garments.

3. Smart collection
Address: Near sai chowk pimpri
Mobile: 9822322295
Email: kamleshharjani@yahoo.com
Established: 2009
Products: Readymade garments, winter wear.

4. U.V Trade Link
Address: Near Vaishnavi Devi temple Pimpri pune
Mobile: 9158958957
Email: mvlharjani@gmail.com
Established: 2016
Products: Readymade garments, winter wear.

5. G.T Exclusive
Address: C/Block Sai chowk Pimpri
Mobile: 9822328272
Email: gteclusive10@gmail.com
Established: 1982
Readymade garments, winter wear.

6. Gaurav Garments
Address: shop 420 Near Buddha mandi pimpri
Mobile: 9850733669
Established: 1993
Readymade garments, winter wear.

7. Surbhi Enterprises
Address: Navi ngavi opp bank of Baroda
Mobile: 7875995888
Email: nikunjchavda12345@gmail.com
Established: 2010
Readymade garments, winter wear.

8. Kalasagar Collection
Address: Shop No 1&2 Kunal Market, Chinchwadgaon, Chaphekar Chowk, Chinchwadgaon
Mobile: 9422555055
Products: Readymade garments hosiery products.

9. Arun readymade & Hosiery
171/30 Station road Chinchwad gaon pune 33
Mobile: 9325825249
Products: readymade hosiery retailer.

10. Rupam collection
Address: Sai pritam nagari kalewadi rahatani link road
Mobile: 9850114219
product: Readymade garments retailer.

11. Colors
Address: Shop no 19/5 Chikali road chinchwad
Mobile: 7385059827
Product: hosiery retailer.

12. Prakash collection
Address: Shop no 7, sanket building sank Tukaram nagar pimpri  
Mobile:8087441296  
Product: hosiery, dress material retailer.

13. Sakshi hosiery  
Address: pune Mumbai highway, nigdi near bus stop, nigdi  
Mobile:9881170766  
Product: hosiery and cotton retailer.

14. Bahira Collection  
Address: sr no 177/1, shop no 2, wakad road wakad.  
Mobile: 9325961317  
Product: readymade garments retailer.

15. Shiva hosiery center.  
Address: Chakrapani chowk, kaspati vasti waked.  
Mobile: 9970328261  
Product: hosiery retailer.

16. Hats off  
Address: Shop no 23,jai Ganesh Samrajya spine road Bhosari  
Mobile: 9422521883  
Product: Readymade garments hosiery retailer.

The Researcher contacted more than 600 prospective respondents from the selected set of retail outlets. A total of 522 responses were captured representing a response rate of over 84.4%. This great response which is very unlikely in case of questionnaire survey was received by the researcher due to the reason that the researcher personally approached each respondent to fill the questionnaire. However, 9.71% of these respondents have missed important data significant to the study thus these cases were rejected. In addition to this some respondents missed out on other important
information, and thus were also eliminated from the sample bringing final sample size to 450.

The study was mainly about the buying habits and behaviors of generation Z customers. According to English Dictionary Generation Z is “the generation of people born since the mid-1990s who are seen as confident users of new technology” According to Forbes (2015) Around 25% of the US population belongs to generation Z. And India is having world’s largest Gen Z population of 356 million. Many companies are targeting this generation to expand their market share and lining up to lure this new generation of buyers for their products.

Realizing the importance of the generation Z customers, it was found relevant to take generation Z as the target sample for the present study. Looking at importance of Gen Z at the international platform and growing importance of gen Z as a customer for all types of products. The researcher took generation Z as the target group for the present study.

4.2 Sources of Data Collection

4.2.1 Tool of Primary Data

Data Collection Tool: The outcome of the quantitative research is the result of interface of the researcher and respondents specific to some topic. (Brannick & Coghlan, 2006) the researcher need to choose the data collection tool very carefully because the end result of the research which entirely depends upon analysis is done on the data collection. If wrong instrument is used for collecting the data, the whole purpose of research could be defeated.

The researcher collected the Primary data by using the following instruments:

A. Questionnaires: A questionnaire is a widely used data collection tool for primary data collection. Because of its nature of self-reporting style by the respondents, it has become very popular among researcher and at the same time is also convenient for the respondents since they need not to face awkward questions as it would have been in case of interview.
For the present study researcher employed a self-administered structured questionnaire as a data collection instrument. While preparing the questionnaire the following principles of questionnaire construction were considered as given by Z, O. (2004).

*Principle 1: Matching of research objectives with questionnaire:* It was well ensured by the researcher that all the questions in questionnaire address all objectives of the study.

*Principle 2: Easy to Understand:* This principle was well taken care of.

*Principle 3: Use of familiar and appropriate language.* The questionnaire so designed used the simplest language so that it could be easily understood by the participants. Moreover, the researcher himself helped the respondents to fill the questionnaire if they could not understand the language.

*Principle 4: Preciseness of items:* The chances of items which are not understood by the participants will give wrong response are very high, thus such data cannot be treated as valid and undergo the garbage in garbage out syndrome. Thus, in the questionnaire, items used were written in a very precise language so as to avoid long readings and confusion.

*Principle 5: Avoiding "leading" or "loaded" questions.* Some questions are so written that direct the respondent to give some specific response, these are called leading questions. Proper care has been taken not to involve such questions in the questionnaire. One the other hand loaded questions are those which use loaded words which arouse respondent’s emotions leading to bias response to the questions. Thus, it was ensured that no words used in the questionnaire create any kind of biasness in the minds of respondent and they give genuine responses.

*Principle 6: Avoiding Double-barreled questions:* The question which include two issues in the same question leading to confusion of respondent is called double barreled questions. These questions have not given any place in the questionnaire.
Principle 7: Avoiding Double negatives: Double negative constitute positive. The question which include double negative words actually become the positive sentence and create lot of confusion for the participants. Any such situation in the questionnaire was taken care of.

Principle 8: Combination of Open ended and close ended Questions: It entirely depends upon the data requirement that what type of questions should be used in the questionnaire. Appropriate questions were used at the appropriate place. Moreover, where there was a scope of any other alternative, an option was given to allow respondent to give the appropriate answer.

Principle 9: Different response category for close ended questions: appropriate response categories were created for different close ended questions.

Principle 10: Easy to Use: To make the questionnaire available for the respondents and to ensure ease of filling these questionnaires. The questionnaire was developed both in electronic form and hard copy so that the respondent can use the suitable form to fill the questionnaire.

Principle 11: Pilot testing of Questionnaire. Pilot testing ensures the reliability of the questionnaire. The given questionnaire was pilot tested with 30 people in connection with the researcher and the mistakes thus arrived at were rectified with the immediate effect.

B. Interviews
Interviews are also instrument of primary data collection. These are very useful when the data collection needs probing to dig out the real response of the respondents. Though the questionnaire for the study was made precisely appropriate for the given study, still the researcher found it fit to use interview technique along with the
At the time of taking interview, utmost care was practiced by the researcher. Especial attention was given to rapport and trust building with the customer precisely because their product under study are personal products and required responses from both male and female customers. In such a condition it was vital for the researcher to get involved in conducting interview and to patch up any awkward situation before it arrive.

C. Observation
Observation is the technique of data collection where the researcher observes the behavior of the target sample with a distance without his/her knowledge. Such observations sometimes give wonderful results which are not possible with any other data collection instruments. The present study which is based on personal products, it was very beneficial to observe the behavior of the customer without intervening the process. Because what people do often differ from what they say. The researcher observed the participants in natural environment.

The primary data was directly collected by the researcher from the various customers of hosiery products. The primary data was collected by the researcher with the help of structured questionnaire. For the ease of the study entire questionnaire was segregated into three parts.

a) First part was designed to get general and demographic information about the respondents
b) The second section had questions addressing the customer actual brand preference
c) The third part deals with the information search stage of consumer buying process; these questions were designed in a manner to find out the type of information customer look for to make buying decision. Though utmost care was paid at the time of designing and testing the questionnaire, there are always a chance of missing out on some crucial information which might not have been asked in the close ended questions. It is always advisable to include an open-ended question at the end of a questionnaire to give an open platform to the responded to express his/her opinion. Keeping in mind this rule and to avoid any negligence an open-ended question allowing the respondent to express his/her observation or belief about their buying behavior regarding hosiery products, wherever possible open space was provided to the respondents to fill in the most appropriate answer.

4.2.2. Secondary Data
Though the primary data is always considered as the most appropriate data for research information but in many cases, it is not possible or not feasible to collected primary data thus is such cases secondary data is used as data sources to collect reliable data. One thing which need to be taken care of in case of secondary data is the reliability of the source from where data has been taken. Generally secondary data is being collected from the documented research data. For the research the researchers collected documents from various government websites related to hosiery products production and consummation statistics and also about the demographics of Pune. Further data was collected from renowned newspapers, Books and already published journal articles and research papers.

4.3 Pilot Study
A pilot study was conducted so as to test and evaluate the survey questionnaire for its readability, relevance, and accuracy. Sample for the pilot study was drawn by using convenient sampling. A total of 30 responses were considered for the pilot study. The pilot study helped to remove minor problems which were reflected by the respondents while filling the questionnaire these were language problem, spelling mistakes etc. The
pilot study helped the researcher in finalizing the flow of the questions, language, clarity of the questions, time required to fill the questionnaire etc.

4.4 Measurement scales and it’s Reliability
Having determined the questions to be included in the survey, a measurement and scaling process was required. For the purpose of quantitative research, the data needs to be quantified to arrive at meaningful conclusions. Measurement is the process of assigning numbers to the data collected in the units of people, objects, states and events etc. so as to give a meaning to the data and allow analysis.

There are four types of measuring scales generally used by the researchers these are Nominal scales, ordinal scale, interval scale and ratio scale. These scales are used by the researcher for various types of questions as per the question’s requirement.

The present questionnaire has used two types of measurement scale. Firstly, nominal scales (as the name suggest it just give number to the option without any logic) was used for classification purposes in Part I for items such as gender, income place age and other general questions. Secondly 5-item Likert type scaling ranging from strongly disagree; disagree; neutral; agree; strongly agree were employed for rest of the questions. Likert scales are mostly used to measure attitude, pinion, and behavior of respondents. This provides a good range to the respondent to place their responses. Likert scales can range from as short as 3 point scale to as large as 11 point or even more point scales. These scales are in ordinal level.

Though many researcher advocates the scales with seven or more points, on the ground that they gives a better range to the responded to express their ideas and views and thus are more reliable (Allen&Seaman2007; Jamieson 2004; Malhotra 2006; Preston & Colman 2000) But at the same time many respondents find it difficult to fill the questionnaire with too many options because it creates a clutter (Malhotra 2006) It is also argued that the lesser point scales like 3 or 5 point scales are perceived by the respondents as more friendly and easy and is a must to motivate respondents to fill the
questionnaire and to ensure good response (Preston & Colman 2000) Moreover the larger the options available to the respondents larger is the difficulty of analysis and also the results produced from such large scales are quite similar to each other and deceive the very purpose of the research. (Dawes 2008)

Thus, it is advisable that a researcher should choose the number of options to be given to the respondent to ensure that the objectives of the research are achieved. A five-point Likert scale was chosen for present study on the premise that (i) The number of questions are more and lengthy (ii) people coming for shopping will not be interested in sparing more time for filling the questionnaire. (iii) There found no need to have more scale categories on the ground that the questions are simple and quite easy to answer. The categories used were in the format from 'strongly disagree' to 'strongly agree', as described above, the middle value had been labeled 'neutral'.

While Likert scale items typically signify a causal constant measure, which are ordinal in nature which allows the respondent strengthen their feeling between the two extremes may not match the amount of intensity of sentiment between ‘unsure’ and ‘agree’ (Allen & Seaman 2007; Cohen, Manion & Morrison 2005; Jamieson 2004).

The researcher approached store managers of each retail outlet and handed over the questionnaires in hard copy and also mailed the soft copy to the store manager to get it filled by the respondents. To ensure proper response, the researcher himself personally administered many questionnaires to customers who were visiting the store. Follow-up visits were paid to the stores and outlets which had not responded to the initial invitation. Further follow-ups were done where there was no or low response.

Cronbach’s alpha 88 test was used to verify the scale reliability of the questionnaire. Cronbach’s alpha is a widely used to establish the reliability and consistency of the data collected for the psychometric test from the sample. The term was first devised by Lee Cronbach in the year 1951 which is said to be the further addition to the (KR-20)
formula devised by Kidder-Richardson. Later on, many other Greek letters where used by researchers as alpha was not strong against the missing data. Alpha can take any value between any negative value and 1, but negative values does not make any sense. Higher the value of alpha, more reliable is the questionnaire. It is the thumb rule to accept reliability of more than 70% but the rule needs to be used with care if the value of alpha is calculated from the variables that can violate assumptions it could not produce the desired results. Moreover, the intensity of reliability also depends upon the data collection instrument used.

1.5 Reliability of the questionnaire

The questionnaire was divided into three broader parts. The questionnaire includes 13 questions related to general information like name, age, gender, income and other demographic information about the respondents (It was necessary to have a detailed information about the respondents to arrive at useful conclusion.), 5 questions were related to brand preferences, 10 questions related to buying process adopted by the respondents.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Questions</th>
<th>Scale Mean if Question Deleted</th>
<th>Scale Variance if Question Deleted</th>
<th>Cronbach's Alpha’s if Question Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I remember the brand name of the hosiery inner where I bought last time</td>
<td>66.23</td>
<td>109.22</td>
<td>.807</td>
</tr>
<tr>
<td>2</td>
<td>I choose a brand according to my social status</td>
<td>66.23</td>
<td>109.22</td>
<td>.807</td>
</tr>
<tr>
<td></td>
<td>Statement</td>
<td>Score 1</td>
<td>Score 2</td>
<td>Score 3</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>3</td>
<td>Brand name stimulate my interest in choosing a brand</td>
<td>65.93</td>
<td>110.82</td>
<td>.803</td>
</tr>
<tr>
<td>4</td>
<td>I prefer a brand which I already experienced</td>
<td>65.63</td>
<td>107.34</td>
<td>.804</td>
</tr>
<tr>
<td>5</td>
<td>Price is the moderator of brand choice</td>
<td>64.97</td>
<td>95.83</td>
<td>.786</td>
</tr>
<tr>
<td>6</td>
<td>I believe that I can get most reliable information about My hosiery inner wear products from.</td>
<td>65.20</td>
<td>94.58</td>
<td>.784</td>
</tr>
<tr>
<td>7</td>
<td>I buy hosiery products</td>
<td>65.00</td>
<td>93.31</td>
<td>.783</td>
</tr>
<tr>
<td>8</td>
<td>I generally buy hosiery products for</td>
<td>65.03</td>
<td>92.38</td>
<td>.782</td>
</tr>
<tr>
<td>9</td>
<td>If new foreign hosiery product launch in the market, while there is no such domestic brand offering the same product. And I know that the product is quite popular abroad and I was looking for the product for quite some time, I</td>
<td>66.00</td>
<td>102.21</td>
<td>.795</td>
</tr>
<tr>
<td>10</td>
<td>Before buying certain important hosiery inner wear I look for features in the product</td>
<td>65.37</td>
<td>92.38</td>
<td>.782</td>
</tr>
<tr>
<td>11</td>
<td>Compared to local hosiery brands or non-branded Hosiery inner wear, branded products offer better quality</td>
<td>66.00</td>
<td>110.00</td>
<td>.807</td>
</tr>
<tr>
<td>12</td>
<td>If two products one branded and the other one local, offers the same or identical features, I will be ready to pay premium for the branded product</td>
<td>66.00</td>
<td>107.79</td>
<td>.807</td>
</tr>
<tr>
<td>13</td>
<td>If Yes How Much</td>
<td>66.03</td>
<td>102.72</td>
<td>.796</td>
</tr>
</tbody>
</table>
The Cronbach alpha & reliability of the questionnaire was found to be good. If the reliability alpha (if the question deleted) is less than 0.807, then the corresponding question is important (must be kept in questionnaire). If the reliability alpha (if the question deleted) is greater than 0.807, then the corresponding question is unnecessary (must be removed from questionnaire). Since there is no high variation of the reliability alpha (if the question deleted) from the Cronbach alpha, which is 0.807; all the questions are equally important. Hence the same questionnaire was kept for the study.

4.4 Sample Description

4.4.1 Method:
For the present research, convenience sampling method was adopted. Convenience sampling is a non-probability sampling technique where subjects are selected as per convenient accessibility and proximity of the researcher.

Convenience Sampling
In this type of sampling the respondents are identified not on any logic but on the ease of approaching them. Here the researcher does not bother about the representative sample which can said to be representing the entire population. Ideally entire population should be taken for the study to ensure that the results are universal, but generally the population size is too large to go for census study thus sample is the only option left with the researcher. Convenience sampling is one of the most common sampling technique adopted by researchers worldwide for a simple reason that it does not
demand any probability techniques to go for scientific sampling moreover it is very easy, cheap and time saving.

### 4.6.2 Population and Sample size

Research questionnaire responses were collected from a selected number (30) hosiery products stores in order spread across the target area to provide a rich cross-section of data. In quantitative research, samples would generally be quite large so that statistical results could be generated from, and for, the population from which the sample was taken. Hosiery stores operating in Pimpri Chinchwad area of Pune city was taken as the population of stores, out of which 30 stores were considered for data collection on the basis of convenience sampling.

Sample Size calculation is very important so as to find correct size of sample for the research. Researcher need to know how many members from the population should be selected to make sure the genuineness and representation of the population represented. The population for the present study was considered as infinite (as almost all are the customer of hosiery products) thus the sample size was calculated on the basis of given formula

**Sample Size Formula for Infinite Population**

The following sample size formula for infinite population (more than 50,000) is used to arrive at a representative number of respondents when population estimate is known (Godden, 2004):

\[
n = \frac{Z^2 \times p (1 - p)}{M^2}
\]

*Where:*

\[
n \quad = \quad \text{Sample Size for infinite population}
\]
\[ Z = \text{Z value at 95\% confidence level is 1.96} \]
\[ P = \text{population proportion taken as 25\% of the total population} \]
\[ M = \text{Margin of Error at 5\% (0.05)} \]

\[
SS = (1.96)^2 \times 0.25 \times (1-0.25)/0.0016
\]
\[
SS = 3.8416 \times 0.25 \times 0.75/0.0016
\]
\[
SS = 450.08
\]

4.7: Identification of Dependent and independent variables

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Dependent Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
<td>Buying Behaviour</td>
</tr>
<tr>
<td>Brand Name</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
</tbody>
</table>

**Figure-4.1 study model**

The research study is quantitative in nature. The study’s objectives are to better understand buying behavior of generation Z customers and to find out the difference in
buying habits of female customers belonging to the generation Z. For the study some hypothesis is also being made to establish the factors which plays a vital role in designing buying behavior of generation Z customers. To established relationship in qualitative study there, arise a need to identify dependent and independent variables. For the present study, demographics of the respondents and brand name of the product under study are considered as independent variable and purchase behavior of customer is considered as dependent variables. The study was made limited to the male and female hosiery innerwear garments both branded and non-branded.

### 4.8 Analytical Tools

There is no fixed statistical procedure for analyzing data with statistical tools. The research objectives define the procedure to be followed and tool to be used for analyzing the data so collected. The process itself take its own direction and often results in new insights of the study not determined at the earlier stage of the research (Burton 2004; Davis 2005). This being the common phenomenon in research, it is crucial at the part of researcher to make a workable data analysis plan which suffice the needs of objectives and is also capable of answering the research questions. The data analysis plan for the given research is divided into two parts. In the first part descriptive research tools are used to describe the data in most understandable manner. With the help of charts and graphs descriptive tools draw senses and find the patterns out of the data gathered.

In the second part Inferential statistics is used to test hypothesis. These are the probability tests which are used to establish relationship between independent and dependent variables. These statistical tools find out if the descriptive results are actually due to the independent variable or is just a random factor (Johnson & Christensen 2012; Neuman 2006). Each question asked in the questionnaire is shown in the table and graph to draw the meaningful interpretations of the data. Percentage analysis is done for the questions using nominal scale.
Generally, for nominal scale mode as a central tendency is used, median is used for ordinal scales and whereas simple average is used for interval scales. Ratio scales generally use geometric and harmonic means.

Inferential statistics tests can be further classified as parametric tests and non-parametric tests. Parametric tests are applied to the populations which are assumed to be normal, these tests are used with the ordinal interval and ratio scales. On the other hand, non-parametric tests do not need any kind of assumption of normality of population. Non-parametric tests are best suited for the categorical data and also can be used with ordinal and nominal scales (Davis 2005; Johnson & Christensen 2012; Norman 2010).

They are used with categorical data and apply to nominal and ordinal scales However, there a wider range of tests available under each category the present employed following tests for the purpose of analysis of data

**Chi Square Test:** It is one of the most important test used by social scientists to analyze theoretical variance. Symbolically it is written as $X^2$. It is used to compare the theoretical population. It is non-parametric test which is also used in determining the dependency of categorical data. It can also be used to compare theoretical population with the actual data. It is also popularly known as goodness of fit as it allows us to find how well the assumed theoretical distribution fitted to the given data.

**Student T test:** Research rely on T test for hypothesis testing. A T-test is used for testing the mean of a population versus a standard, or comparing the means of two populations, with large ($n \geq 30$) samples whether the population standard deviation is known or not. It is also used for testing the proportion of some characteristic versus a standard proportion, or comparing the proportions of two populations. For the present study T test for mean of a population is used at 95% confidence level.
One Way ANOVA: ANOVA is a highly useful technique to solve the complicated problems related to economics, biology, and education, etc. When there are multiple sample cases involved, this technique is used. It is a one-step ahead test to T-test. T-test does not allow analysis of the significance of the difference among more than two samples. ANOVA facilitates the same. One-way ANOVA is utilized in the present study to investigate one factor and its difference among its various categories, which could take numerous possible values. The study considered a 95% confidence level for the purpose of analysis.

4.9 Ethical Issues and Procedure

Ethics are self-defined regulations that control the entire research process and give a systematic approach to the research (Mauthner et al., 2002). Ethics provide guidelines to use the correct methodology to arrive at the required results. It also helps in deciding the right way of using the methodology to meet the end results (Blumberg et al., 2005). The researcher took utmost care to maintain ethics in the entire research process. The researcher has not compromised any necessary detail for any reason in the study. Participants were informed well about the purpose of the study. For maintaining privacy of the respondents, questions about the name of the respondent in the questionnaire were kept optional. A disclaimer was made at the beginning of the questionnaire about the purpose of the study, and participants were assured about privacy of the information given by them.

Pimple (Penslar, 1995) in his book mentioned about three types of ethical issues a researcher is likely to encounter during the research process. These are ignorance, stress, and misconduct. Ignorance on the part of the researcher can lead to misleading results and the entire purpose of the research can be defeated. Thus, ignorance is considered unethical in the research process. Similarly, high stress levels, although unavoidable, can result in unethical behavior. Sometimes, the stressed mind takes wrong decisions which may take a devastating form for a research study. Misconduct is anyways unethical for any kind of research. According to the author, though any
research study is prone to these kind of unethical aspects, these unethical behaviors can be avoided with proper planning and commitment. The researcher has ensured that no such stress or ignorance come in the way of ethical conduct of the present research. Misconduct which is more of intentional offence is actually is a kind of crime. The researcher made sure that no such misconduct is being practiced in the present research study.

4.10 Hypothesis Formulation
There are four statements of hypotheses in this study. The hypotheses statements designed are provable statements which can be tested with the help of statistical analytical tools. The statements of hypotheses were made simple and easy to understand and where tested with the statistical tools. These are the statements which were written after the pilot study has been conducted.

H1: There exists no difference in factors influencing Buying Behavior of selected hosiery products among youth in pune region

a) There exists no effect of social factors on Buying Behavior of selected hosiery products among youth in pune region

b) There exists no effect of cultural factors on Buying Behavior of selected hosiery products among youth in pune region

c) There exists no effect of Personal factors on Buying Behavior of selected hosiery products among youth in pune region

H2: There exists no difference of brand influence on buying behavior young female consumers

H3: There is no difference in the buying behaviour of Gen Y and Gen Z in purchasing hosiery products in Pune region
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Hypothesis</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>To study the factors which influence the buying behavior of youth for branded hosiery products in Pune.</td>
<td>H1: There exists no difference in factors influencing Buying Behavior of selected hosiery products among youth in Pune region</td>
<td></td>
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<tr>
<td></td>
<td>H1: a) There exists no effect of social factors on Buying Behavior of selected hosiery products among youth in Pune region</td>
<td>Family Yearly income approximately</td>
</tr>
<tr>
<td></td>
<td>H1: b) There exists no effect of cultural factors on Buying Behavior of selected hosiery products among youth in Pune region</td>
<td>My religion:</td>
</tr>
<tr>
<td></td>
<td>H1: c) There exists no effect of Personal factors on Buying Behavior of</td>
<td>Marital Status</td>
</tr>
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</table>
|                                                                 | selected hosiery products among youth in Pune region | To understand the influence of Brand on buying behavior of hosiery products by Female customers belonging to Gen Z. | H2: There exists no difference of brand influence on buying behavior young female consumers  
H3: There exists no brand influence on buying behavior of Gen Y and Gen Z female consumers | I believe that I can get most reliable information about My hosiery inner wear products from.  
how frequently you buy hosiery products  
I generally buy hosiery products for  
If new foreign hosiery product launch in the market, while there is no such domestic brand offering the same product. And I know that the product is quite popular abroad and I was looking for the product for quite some time, I  
Compared to local hosiery brands or non-branded  
Hosiery inner wear, branded products offer better quality  
If two products one branded |
and the other one local, offers the same or identical features, I will be ready to pay premium for the branded product

If Yes How Much

If I plan to purchase branded hosiery product and there are different brands available I will compare

In case I am not satisfied with the quality or any other feature of the product, the following action I am likely to take

<table>
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<tr>
<th>To understand the influence of Brand on buying behavior of hosiery products by customers belonging to Gen Y and Gen Z.</th>
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</thead>
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I believe that I can get most reliable information about My hosiery inner wear products from.

how frequently you buy hosiery products

I generally buy hosiery products for

If new foreign hosiery product
launch in the market, while there is no such domestic brand offering the same product. And I know that the product is quite popular abroad and I was looking for the product for quite some time, I

Compared to local hosiery brands or non-branded Hosiery inner wear, branded products offer better quality

If two products one branded and the other one local, offers the same or identical features, I will be ready to pay premium for the branded product

If Yes How Much

If I plan to purchase branded hosiery product and there are different brands available I will compare

In case I am not satisfied with the quality or any other feature of the product, the following action I am likely to take
To explore the differences in behavior process adopted by Male and Female in purchasing hosiery products in Pune region

H4: There is no difference in the buying behavior of Men and Women in purchasing hosiery products in Pune region

Brand name stimulate my interest in choosing a brand
I prefer a brand which I already experienced
Price is the moderator of brand choice
I believe that I can get most reliable information about my hosiery inner wear products from.
I buy hosiery products (frequency of buying)
I generally buy hosiery products for

If new foreign hosiery product launch in the market, while there is no such domestic brand offering the same product. And I know that the product is quite popular abroad and I was looking for the product for quite some time, I

Before buying certain important hosiery inner wear I
<table>
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<tr>
<th>look for features in the product</th>
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<td>Compared to local hosiery brands or non-branded</td>
</tr>
<tr>
<td>Hosiery inner wear, branded products offer better quality</td>
</tr>
<tr>
<td>If two products one branded and the other one local, offers the same or identical features, I will be ready to pay premium for the branded product</td>
</tr>
<tr>
<td>If Yes How Much</td>
</tr>
<tr>
<td>If I plan to purchase branded hosiery product and there are different brands available I will compare</td>
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</tbody>
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### 4.11 Conclusion

The journey through the research process and methodology, using the ‘Onion’ as a guide provided a roadmap by which the researcher established the most appropriate methods to employ in the context of this research study. As will be witnessed in subsequent chapters, that the methodology so chosen proved to be most appropriate in
fulfilling the requirements of the research objectives and will come up with the answer to the research question.