Chapter-3

METHODOLOGY OF STUDY

3.1 Statement of the Problem

A research problem refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. A research problem is one which requires a researcher to find out the best solution for the given problem, i.e. to find out by which course of action the objective can be attained optimally in the context of a given environment\(^1\). Several factors like environment may change affecting the efficiencies of the courses of action or the values of the outcomes; the number of alternative courses of action may be very large; persons not involved in making the decision may be affected by it and react to it favourably or unfavourably, and similar other factors. All such elements may be thought of in context of a research problem.

The formidable problem before the researcher is the task of defining the research problem and preparation of the design of the

research project, known as the “research design”. Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

From what has been stated above, we can state the important features of a research design as under;

- It is a plan that specifies the sources and types of information relevant to the research problem.
- It is a strategy specifying which approach will be used for gathering and analyzing the data.
- It also includes the time and cost budgets since most studies are done under these two constrains.

In brief, research design must, at least, contain – a clear statement of the research problem; procedures and techniques to be used for gathering information; the population to be studies; and methods to be used in processing and analyzing data.
The researcher has keen interest in marketing management, marketing research and international marketing. As such, the present subject of research has been selected by the researcher. The organization i.e. Titan Industries Limited, selected for application part, is one of the largest manufacturers of watches in the country and engaged in marketing its products in the market worldwide. The organization’s units and offices within the NCR have been visited by the researcher several times. The researcher has been able to find out some of his acquaintances working in this company who have provided him with sufficient data and information required for the treatment of the subject.

3.2 Objectives of the Study

The present study is concentrating on the analytical study of marketing practices of Titan Industries Limited. It aims to present conceptual discussion on marketing strategies and their applied studies on Titan Industries. As such, its scope is confined to marketing practices only. It does not study the issues like consumer behaviour, motivational research and sales forecasting methods of Titan but studies PLC strategy of Titan. It also does not study the physical distribution system and promotional methods of Titan in detail.
Every research project has some certain objectives. The main objective of the study is to evaluate the marketing practices of Titan Industries Ltd. and its global marketing endeavours. Another equally important objective is to examine the competitive advantage of Titan Industries with its efforts to go full fledged global with operations across countries. Some of the other objectives of the study are as follows:

- Defining the concept of marketing practices and strategies and explain various types of marketing strategies like PLC strategy, marketing segmentation strategy, pricing strategy, distribution and promotional strategy.

- Studying organizational, managerial and product profile of Titan Industries Limited and to analyze the global marketing strategies of Titan and its competitive advantage along with its competitive advantage profile (CAP).

- Evaluating the market position and place of Titan Industries in quartz watch business in the country and with its endeavour to spread Quartz Culture.

- Listing of some of the deficiencies and problems of Titan Industries and to bring them to the knowledge of the management of the organization and also to suggest ways and measures to improve marketing strategies of the company and to improve its global operations.
Finally, to submit report based on findings and also to submit useful recommendations.

### 3.3 Review of Current Literature

The researcher has collected vast literature on the subject and subscribed to various marketing journals. The researcher paid several visits to the offices of the organization selected for application part. The marketing people of these organizations have given full cooperation to the researcher by supplying him with suitable needed information. The researcher also understands that no prior research work has been undertaken on the present subject. However, the researcher has tried his best to obtain most authentic information and is positive that this study will prove to be as beacon light for further researchers in this gigantic field of marketing.

The researcher has made extensive review of the available literature on the subject. Mention may be made of the following literature reviewed for theoretical foundations and application part of the study. Kotler, Philip, Marketing Management – Analysis, Planning, Implementation & Control, (Prentice Hall of India Ltd., New Delhi, 2009), Drucker, Peter, Marketing Management, (Harper
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journal of the Export Promotion Council of India, Press releases of the Department of Commerce, Government of India, etc. have also been reviewed in order to attain authentic and deep knowledge of the subject. Annual reports of Titan Industries Limited for the last few years have also been reviewed alongwith other publications of the Tata group.

3.4 Collection of Primary and Secondary Data

The present study, being a mixture of various research designs, makes use of both the primary as-well-as secondary data. The researcher has strived hard to collect as far as possible, reliable and most appropriate information for the purpose of development of thesis and for the purpose of analysis of information and their interpretation. Facts, information or premises, systematically collected and formally presented for the purpose of drawing inferences, may be called data. Statistical information collected, compiled and presented for the purpose of establishing appropriate relationships between variables may also be included in the data which, whether statistically processed or not, play a very vital role in the research and analysis of management
problems, as they do in any other area of investigation. This is the rationale of data collection in research.

Both primary and secondary data have been used for the purpose of analysis. The first-hand information bearing on the research, which has been collected by the researcher is called primary data. These are original observations collected for the first time. Such data facilitate original investigations and observations, leading to useful and valuable results. The results, which are based on primary data, are bound to be empirical and of great utility value. The primary data, collected and compiled, are more reliable and dependable, and are accurate and apt for specified investigations. Once the primary data have been put to use, the original character of these data disappears, and they become secondary. The data which are primary at one point of time are, therefore, bound to become secondary at a later stage.

The secondary data, on the other hand, are based on second-hand information. The data which have already been collected, compiled and presented earlier by the researcher are used for the purpose of investigation. Such data are called secondary data. Population census reports, national sample survey reports,
economic and statistical reports, data banks of any professional association or trade organisation - these are examples of secondary data.

The researcher is of the opinion that data collection is the process of obtaining valuable and reliable information for purposes of research. As the secondary data consist of data from secondary sources, they are obtained either personally or by post and are presented and interpreted. The actual task of the researcher is, therefore, to collect the primary data, either by census survey or by sample survey. The latter is the most popular method of collecting primary data.\(^2\)

On several occasions, the researcher made use of sample survey in the present study. A sample is a small specimen or a separated part of the whole population, representing its general qualities, as far as possible. It is a smaller set of values selected from the population, reflecting its characteristics. The sampling technique is a procedure for the selection of a sample from the given population. The term sampling refers to the investigation of a part of the whole population or universe, while sampling distribution of

all the possible sample results of the whole population distribution; and a sample is a representative of the whole population.

The researcher made extensive use of discussion style and holding face to face interviews to acquire most reliable information from the officials at the offices and branches of the organization under case study viz., Titan Industries Limited. The questionnaires and interviews were devised to obtain information about an individual’s behaviour, especially, past and private, his perceptions, beliefs, feelings, motivations, marketing and anticipations or future plans. In these methods, the utmost stress is laid on his verbal reports for information about the stimuli or experience to which he has been exposed. Of course, the researcher has not accepted such reports at face value. Researcher interprets them in the context of other knowledge about the individual or in terms of some behavioural science theory. Attempts may also be made to infer certain aspects of his behaviour which has not at all been reported by researcher.

The researcher holds that the self-report provided by the individual is a function of his willingness and ability to report. It is assumed that in certain situations, the motivation or pressure impinging upon the individual prevents him to provide a candid self-report. In the present study, the researcher had to face some problems and
difficulties while collecting information from the officials of the organizations. Certain classified information was not available despite best efforts. However, certain assumptions were made by the researcher. In the meantime, some of the marketing people were not available for comments on the queries made by the researcher. However, their juniors provided information and answers to the queries made by the researcher. He also made attempts to verify information with the help of company records, published statements, advertisements and annual reports of the organization.

### 3.5 Research Design and Tools of Research

Any social or economic research may have two objectives - academic objectives and utilitarian objectives. An urge for knowledge is the basic ingredient of academic research, while research for the sake of research too, has found favour with some academicians. There was a time when academic research was very well regarded. But the trend has achieved a tremendous change, and research is now expected to be more utility-oriented than merely academic-oriented. This trend is evident in many recent reports of researchers, which are directly linked with policy formulation.
Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Research provides an analytical framework for the subject matter of investigation. It establishes the relationship between the different variables, especially the relationship of the dependent variables with the independent variables. The cause-effect relationship between different variables can also be identified, leading to valuable observations, generalisations, and conclusions. Inductions and deductions are also possible in a systematic research. Induction is the process of inferring a general law from particular instances, i.e., a generalisation is arrived at on the basis of the observation or result of particular instances. Deduction, on the other hand, is a way of making a particular inference from a generalisation. In the deductive method, specific conclusions are derived from generalisations, while a generalisation is made from particular situations in the inductive method.

The researcher has used various statistical techniques for the development of the study. The chief among them were his observations for case study of the two giant organization i.e Titan Industries Limited. Observation of the behaviour of individuals, groups and organisations or their products or outcomes is not only
an essential aspect of human life, but it also forms a basic method of scientific research in behavioural sciences. Specifically, it is particularly useful in such specialist fields as developmental psychology, anthropology, behaviour modification, social psychology and evaluation research. Observation can be used both in the laboratory as well as in naturalistic settings.

As Lambert\(^3\) points out, from the very outset, learning theorists have recognized the relevance of observing very fine details in experimental and other settings. For example, when Skinner recorded how many times a rat pressed a bar, he was counting “environmental events” or the effect of the rat’s movement on the environment. However, Guthrie argues that the rat could not have accomplished the change in the environment by using his paw, his snout, his ear or one of many other “movements”. That is, designating the response a “bar press” or an “ice-cream getting” covered up the important event.

Direct observation is of the utmost relevance in studying several behavioural science research problems, both basic and applied, involving group processes and group decisions. It is especially useful when the variables of research studies are interactive and interpersonal in nature and the researcher intends to study relations between actual behaviour i.e., group interaction and other behavioural measures of attribute variables.

3.6 Limitations and Hypotheses

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate object of testing hypotheses. Decision-makers often face situations wherein they are interested in testing hypotheses on the basis of available information and then take decisions on the basis of such testing.

Ordinarily, when one talks about hypothesis, one simply means a mere assumption or some supposition to be proved or disproved. But for a researcher hypothesis is a formal question that he intends to resolve. Thus, a hypothesis may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts. Hypothesis must possess the following characteristics:

i. Hypothesis should be clear and precise. If the hypothesis is not clear and precise, the inferences drawn on its basis cannot be taken as reliable.
ii. Hypothesis should be capable of being tested. In a swamp of untestable hypotheses, many a time the research programmes have bogged down. Some prior study may be done by researcher in order to make hypothesis a testable one. A hypothesis is testable if other deductions can be made from it which, in turn, can be confirmed or disproved by observation.4

iii. Hypothesis should state relationship between variables, if it happens to be a relational hypothesis.

iv. Hypothesis should be stated as far as possible in most simple terms so that the same is easily understandable by all concerned. But one must remember that simplicity of hypothesis has nothing to do with its significance.

v. Hypothesis should be limited in scope and must be specific. A researcher must remember that narrower hypotheses are generally more testable and he should develop such hypotheses.

vi. Hypothesis should be consistent with most known facts i.e. it must be consistent with a substantial body of established facts. In other words, it should be one which judges accept as being the most likely.

4 C. William Emory, Business Research Methods, p.33.
vii. Hypothesis should be amenable to testing within a reasonable time. One should not use even an excellent hypothesis, if the same cannot be tested in reasonable time for one cannot spend a life-time collecting data to test it.

viii. Hypothesis must explain the facts that gave rise to the need for explanation. This means that by using the hypothesis plus other known and accepted generalizations, one should be able to deduce the original problem condition. Thus, hypothesis must actually explain what it claims to explain; it should have empirical reference.

The hypothesis needs to have a character which keeps one level after communication between demand side and supply side, because human beings have conviction during some periods. First, we set a threshold level. If the number of inputs is beyond the level, its input is strengthened. The hypothesis does not only ignore very small inputs but also includes a stop at the high level through interactions between demand side and supply side. Dynamic stability hypothesis was adopted as the hypothesis with these characters.

The hypothesis needs to be based on the existing researches. Dynamic stability hypothesis is based on Granovetter (1978). Granovetter proposed threshold model. Threshold model has three premises. The first premise is that all agents face decision-making of doing or not doing. The second premise is all agents have the
criterion to decide to dot or not. This criterion is called as the threshold. The agent chooses an action if the number of agents of choosing of an action is beyond the threshold level of its agent. The last premise is that the threshold level is so stable. The criterion means the number that agent chooses the action. Hence the stability of criterion does not mean that people's behaviors are stable. Granovetter explains this threshold model by taking a riot as example, though this model can be applied to various social phenomena. The social phenomena which he presumed are the conditions which inclined the society to one direction as the fashion or riot. However the model has a threshold level which is a care of a stability of society.

The researcher has submitted his final report at the end of this study with suitable and conducive recommendations worth observing for the export promotion of their products by Titan Industries Limited. It is most proper to examine the research report here since research is one of the main topics of discussion in this thesis. A research study culminates in report writing, which is a tool for communicating the various aspects of the study, viz., the problem or topic investigated, the method employed to investigate, its objectives scope and limitation, etc.

However, before writing the report, proper report planning is essential. Report planning should take into account such details as defining the problem, the purpose of the report, tracking the material collected, identifying the utility of the report, and so on.
The ability to write effective reports is one of the most useful skills a researcher can acquire. In the present research project, proper research design has been followed and necessary hypotheses have been formulated as and when required.

As mentioned earlier, the scope of the present study project is confined to conceptual discussion on marketing strategies and their applied studies on Titan Industries and is confined to marketing practices only. It does not study the issues like consumer behaviour, motivational research and sales forecasting methods of Titan but studies PLC strategy of Titan. It also does not study the physical distribution system and promotional methods of Titan in detail.