CHAPTER - 4

RESEARCH METHODOLOGY
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4.1 INTRODUCTION :-

The present study has been conducted for all the self financed engineering technical institutes falling in Amravati University region. For the purpose of the present studies both observations and survey methods have been used. For the purpose of observation and collecting information several visits have been made to various technical institutes and industries. Similarly responses are taken from management persons of institutes, principal, staff members, students, their parents and also from industries by the way of questionnaire. In order to reduce the time delay to get response from respondent, planning and schedules are made and direct personal contact are preferred than mailing questionnaire wherever possible. This method is useful for reducing the information gap in data collection as editing is possible at the spot, because of which time saves with quality information collection.

Flow chart is given in appendix - I for describing research process.

4.2 DRAFTED QUESTIONNAIRES :-

Set of sample questionnaire was drafted and test trial was given to a very small sample size negligible correction are suggested from feedback collected through this small sample. But that is also attended and corrections are made and then questionnaire
set was finalized.

The set of questionnaire comprised as under :-

1. **Questionnaire A :-** Is for the technical institution personnels like management, principals and staff, to ascertaining the marketing efforts and set one standard for comparison.

2. **Questionnaire B :-** Is for the HSC appeared students to know their expectations about technical institute. As it is one of the input and customers to the technical institution.

3. **Questionnaire C :-** Is for the parents of the student and also to know their expectation. As it is also one of the customers, but indirect.

4. **Questionnaire D :-** Is for the industries considering as one of the indirect customers as they will absorb output of technical institution.
5. **Questionnaire E**: Is for the existing students of institute to know their satisfaction level from the institute and standard for comparison with responses state by institution personnels.

6. **Questionnaire F**: Is for the passout students from institute to know their satisfaction level and utility of product (services) of the institutes in real market scenario.

For collecting data from questionnaire mostly personal contacts are made with respondent and for sample where personal contact is not possible questionnaires are mailed. In this way responses were collected and tabulated. While tabulation it was observed that:

I. Some respondent did not respond correctly. In this situation contacts are made with respondent and related editing of information is done.

II. Again some number of respondent did not respond. For this repeated contacts are made to get response or the questionnaires were mailed again where required, after this final data is collected and tabulated for analysis so that to identify opinion of respondents.
4.3 SOURCES OF DATA AND SAMPLE SIZE :-

Research is limited to Amravati University region. In Amravati University region 09 engineering institutes are present, out of which 01 is Government engineering college which is not considered and other 08 are self financed technical institutions considered for research and from it samples of management, principal and staff are taken for study. Sample of students, parents are again taken from limits of Amravati University. Industry samples are taken from all over Maharashtra.

4.3.1 Sources of Data :-

The data requires for the research study was collected from primary and secondary sources.

A. Primary Data :-

To elicit data, questionnaire / interview method was administrated to management, principals, deans, HOD’s, students, their parents and industries. Responses from questionnaire/ interview method were considered as the primary data for the purpose of study. The study also includes the gathered information on the basis of personal presentation of the researcher from the technical institutions, students and companies at the time of survey.

B. Secondary Data :-

Information was collected from the various books on educational marketing, marketing management and impact of liberalization and globalization. The information is also gathered from reports periodicals, articles and seminars.
SOURCES OF PRIMARY DATA USED :-

Table No. 4.1 Purpose of Primary Data Collection.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Source</th>
<th>Purpose of Data Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Management Principal &amp; Staff.</td>
<td>To understand the educational services provided by them, their attitude towards the changing global requirements - efforts made by them towards customer satisfaction.</td>
</tr>
<tr>
<td>2.</td>
<td>Students &amp; Parents</td>
<td>To understand satisfaction levels from present educational services provided by technical institutes their behaviour and influencing factors to select technical institutes.</td>
</tr>
<tr>
<td>3.</td>
<td>Industries (Companies)</td>
<td>To understand the expectations of product coming from technical institutes to serve their need and wants their expectations from technical institutions about quality of education imparted to the students.</td>
</tr>
</tbody>
</table>
SOURCES OF SECONDARY DATA USED. :-

Table No. 4.2 Purpose of Secondary Data Collection.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Source</th>
<th>Purpose of Data Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Books</td>
<td>To understand the past and present theories of marketing of educational services. Liberalization and Globalization policies.</td>
</tr>
<tr>
<td>2.</td>
<td>Journals/ Periodicals</td>
<td>To know emerging challenges of Liberalization and Globalization and strategies for competing them.</td>
</tr>
<tr>
<td>3.</td>
<td>Seminars.</td>
<td>To know views presented by eminent personalities, lectures and their experiences to incorporate strategies</td>
</tr>
</tbody>
</table>

4.3.2 Sample size :-

Below is the size of different stratified samples are selected required for data collection and then undertaking analysis required for study to reach on some conclusions.

A] Management, Principal and Staff sample size :-

In Amravati University region 09 engineering institutes are present, out of which 01 is Government Engineering College and other 08 are self financed technical institutions. So the sample is taken randomly from management, staff and all principals of private engineering colleges.
The purpose for using this sample is to identify what are the strengths and weaknesses of institutions and marketing efforts made by institutions for customer satisfaction and expansion.

B) STUDENTS SAMPLE SIZE :-

Marketing strategy is adopted for attracting quality students. So the sample is selected from the future customers for the institution i.e. HSC appeared students and their parents of Amravati.
Division. By this trend, which they are following about institute selection can be identified.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>District</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Amravati</td>
<td>60</td>
</tr>
<tr>
<td>2.</td>
<td>Yavatmal</td>
<td>60</td>
</tr>
<tr>
<td>3.</td>
<td>Akola</td>
<td>60</td>
</tr>
<tr>
<td>4.</td>
<td>Buldhana</td>
<td>60</td>
</tr>
<tr>
<td>5.</td>
<td>Washim</td>
<td>60</td>
</tr>
</tbody>
</table>

Total Sample Size 300

C) Parents Sample Size :-

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>District</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Amravati.</td>
<td>40</td>
</tr>
<tr>
<td>2.</td>
<td>Yavatmal.</td>
<td>40</td>
</tr>
<tr>
<td>3.</td>
<td>Akola.</td>
<td>40</td>
</tr>
<tr>
<td>4.</td>
<td>Buldhana.</td>
<td>40</td>
</tr>
<tr>
<td>5.</td>
<td>Washim.</td>
<td>40</td>
</tr>
</tbody>
</table>

Total Sample Size 200

From the above districts sample is also selected and interviews are taken from 2 to 4 taluka places also.
Industries (companies) sample size:

Some companies are selected from following places for collecting information.

Table No. 4.6 Industries (companies) sample size:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Place</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Pune</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>Nagpur</td>
<td>05</td>
</tr>
<tr>
<td>3.</td>
<td>Amravati</td>
<td>02</td>
</tr>
<tr>
<td>4.</td>
<td>Akola</td>
<td>02</td>
</tr>
<tr>
<td>5.</td>
<td>Yavatmal</td>
<td>01</td>
</tr>
<tr>
<td>6.</td>
<td>Mumbai</td>
<td>10</td>
</tr>
</tbody>
</table>

Total Sample Size 30

These industries are the sources of absorbing output of technical institutions. Therefore it is important to know their satisfaction factors and expectation about the students who are the output of technical institutions and in future it may proved input for industries.

Other than above sample, a sample of 200 existing students and 200 passout students, who are availing or availed their educational services from different self financed technical institutes of Amravati University region is also taken. From each institution 25 existing and 25 passout students are interviewed.

Purpose of this is to know the satisfaction they had derived from the quality and facility of educational services they are getting or got from their institutions for their development and satisfaction.
4.4 ORGANIZATION OF RESEARCH PROCESS :-

While selecting this subject and also at the time of study series sources of literature are referred. The purpose of this was to find the originality of the study. No records could be found in India or in foreign country also, which could show the evidence of same research conducted by some one else.

That fact can be checked even on internet. If we refer the same research subject on any search engines even on googal.com no concerned literature would be displayed. The present research study thus appears to be fresh and the only attempt of research on the subject.

After the collection of data from respondents it was tabulated. The responses of respondents and the contents of present literature gives guidelines in establishing the hypothesis.

Suitable realistic assumptions were made to progress the study further. The assumptions and the hypothesis are already discussed previously in chapter - II.

The data was analyzed to work out methodology and finding the way of marketing for the technical institutes of Amravati University region in light of liberalization and globalization for this advanced statistical techniques are used for that detail study of various statistical tools were undertaken.

The data was analyzed and the findings are put forward after analysis from which the marketing policies are developed that
policies are mainly around 4P’s of marketing with this certain recommendations and suggestions are also developed to guideline the marketing efforts of technical institutions.

The details on development of the techniques of marketing are discussed in chapter VI and the recommendations and suggestions are discussed in chapter VII. Guide was making periodical review of the progress in research work.

Executive Summary on the thesis was submitted to Amravati University before finalizing draft of thesis with the assent of guide.

And after that by the permission of guide compilation of the thesis was declared. The guide validated compiled draft of the thesis and the same was submitted.

4.5 RUNDOWN OF RESEARCH PROCESS :-

Total research process can be divided into four parts.

1. Observation, review of literature and locating problem area.

2. Collection of secondary data.

3. Collection of primary data.

4. Analyzing the data and summing up of research

1. Observation, review of literature and locating problem area.

Inspiration for selecting topic of research came through the observation of various technical institutes, also from some what
available related literatures and from papers published in magazines, newspapers and internet.

* For analysis statistical methods and tools are studied.
* Listing of references and formulating of bibliography.
* Weaving of words and forming tests relevant to the subject.


* Linking with study secondary data was collected.
* For collecting secondary data frequent visits are made to engineering colleges, director of technical office and HSC Board.
* With reference to first part and after study of secondary data assumptions and hypothesis are drafted.

3. Collection of Primary Data.

* Selection of the samples and locating them.
* Drafting of questionnaire A,B,C,D,E & F.
* Formulating the test research on selected respondents and knowing their feedback. As per this making amendments in original questionnaire.
* Data is collected by the response of respondent on questionnaire.
* Verification of data and editing of data.
* Breakdown and examination of data received.
4. **Analyzing the data and submission.**

* Checking of hypothesis.
* Giving marketing strategies to technical institution.
* Giving suggestions and recommendations.
* Discussing with the guide and finalizing the outline and structure of the thesis.
* Submit executive summary to Amravati University
* Constructing the thesis.
* Get the consent of Guide to the final thesis.
* Submission and Preparation for presentation of study.