CHAPTER -4
RESEARCH METHODOLOGY
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The impact of malls on the unorganized retailers of Fast Moving consumer goods, grocery and electronic items are examined. Modern retailing or organized retailing is successfully attracted consumers which indirectly affecting sales and profitability of small retailers. The scope of the research is restricted to Fast Moving Consumer goods, Grocery and Consumer Durables. The said research is examining the impact of Malls or Organised Retailers on the small kirana wals and other provision stores who are selling FMCG products, food grains, packaged food and allied provision items. Hence the primary data has been obtained from the retailers directly. The scope of the study is major cities of Gujarat. Hence data has been collected from the retailers of four major cities of state like Ahmedabad, Rajkot, Surat and Vadodara. In India Fast Moving consumer’s goods and personal care products are sold out from Medical Stores also hence we collected data from Medical shop owners also. As the malls have attracted urban consumers or cosmopolitan consumers the data has been collected from mega cities of state whose economical growth is higher and playing important role in development of the state.

4.1 RESEARCH OBJECTIVES:-

To know and measure the changes in sales of retailers due to mall.
1. To know and measure the changes in quantum & size of the sales of retailers and its components.
2. To know the changes made by retailers in retail outlet with reference to detail aspect of retail management like space, location, storage & other internal aspects.
3. To examine changes adopted by retailers for two aspects of integrated marketing (advertising and sales promotion) communication due to mall.
4. To analyse the strategies of retailer for promotion of sales.
5. To understand the change in suppliers behaviour with retailers.
6. To know various value added services offered by retailers due to or after emergence of malls.
7. To know the changes in approach of consumer towards retailers.

4.2 RESEARCH DESIGN:

As it is description of the reaction of small retailers or unorganised retailers with reference to various marketing practices by organised retailers descriptive research has been selected as research design. It describes the actions taken by the small shopkeepers. The reaction of the retailers in terms of space management, ambience, display and sales promotional tool has been observed and criticized.

4.3 SAMPLE DESIGN:

Samples have obtained from “Kiranawalas” conventionally called Provision Stores and Medical Stores. Both types of small shop owners are selected from all four megacities of the state like Ahmedabad, Vadodara, Surat and Rajkot. Samples are obtained on the basis of Convenient Sampling method.

4.4 DATA COLLECTION:

Two types of Data have been obtained:

4.4.1 Primary Data: Data has been collected from the retailers of respective types of product from all mega cities of Gujarat State. Data has been collected with the Structured Questionnaire. Separate focused questionnaire is to be prepared for the Retailers of provision stores owners and electronic stores owners. Primary data has been obtained in following way from various cities:

<table>
<thead>
<tr>
<th>City</th>
<th>Retailers Surveyed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>70</td>
</tr>
<tr>
<td>Vadodara</td>
<td>50</td>
</tr>
<tr>
<td>Surat</td>
<td>70</td>
</tr>
<tr>
<td>Rajkot</td>
<td>50</td>
</tr>
</tbody>
</table>
4.4.2 Secondary Data:
Secondary data has been obtained from various Journals, Books and reports given by different research agencies and strategic management consultants.

4.4.3 Data Collection Tool:
A structured questionnaire has been prepared for data collection from various retailers of mega cities of Gujarat state.

4.4.4 Data collection technique:
A survey has been conducted in all the mega cities covering all important and high density area of the respective cities of Gujarat State.

4.4.5 Data Analysis:
Data analysis has been conducted with the following methods

4.4.6 Percentage Analysis
It is very powerful tool for the data analysis and specifically to understand market share of various companies and average expenses made for consumer durables and other aspects can be measured with this tool. Percentage analysis can wipe out the effect of inflation in measuring retailer behaviour. With the help of tabulation correlation and regression analysis may be executed along with correction and Regression model with Percentage analysis.

4.4.7 Chi-Square
Chi-square analysis has been useful to establish relationship between independent and dependent variables with the help of contingency table. Test of goodness of fit has been executed with chi-square.

4.4.8 Hypothesis Testing
Hypothesis is proposition to verify many aspects of unorganised retailers’ strategy and operations. Hence this tool has been used at here to verify or measure significant influence of various sales
promotion tools and merchandise management tools on sales of retailers.

4.5 LIMITATION OF STUDY

The study has been concluded with reference to retailer of provision items, food grain and packaged food hence the result derived from the research may not be use full to other products which is presently sold out in the state though un organised retailing. The study has been conducted in the reststructing phase of the retailing in India; hence the said research may not be applicable in the other stage of the retailing. Sample size of the present study is 240 from entire Gujarat state which may suffer from limitation of small sample size.