CHAPTER IV RESEARCH METHODOLOGY

4.1 SELECTION OF STUDY AREA

Men’s apparel market is 46 percent of the total apparel market in India. Preference for readymade garments is increasing and this has become inevitable with the rise in urbanization. The preference for the branded Western and Indo-western apparels among the working women is on the rise, which is a welcome relief for the manufacturer and retailers of branded apparel. India’s Gen Y is increasingly being exposed to Western culture through films and cable television. A large, young working population, growing employment opportunity in different sectors in turn with increase disposable income is likely to offer marketing opportunity for men's private brand apparels.

Chennai unlike other metros of India is traditional with cosmopolitan outlook setting in with advent of high industrial growth. The organized retailing for apparels is facing challenges in the area of demanding customers. The marketing teams face the conundrum of customer satisfaction and brand loyalty as mentioned by majority of the managers. However, they feel that market has potential for robust growth in the coming years as experienced in the case of women’s apparel and Private brands such as RMKV, Nallis, Kumaran Silks and Pothys. Some of these retailers have also started men’s private brand apparels as part of their brand offering.

4.2 RESEARCH DESIGN

The research design selected is cross sectional design based on descriptive methodology leading to conclusions. Present study is undertaken to model the consumer behaviour with respect to perception, purchase intention expectation, satisfaction and loyalty. Quantitative research is adopted and an instrument is designed to elicit responses.
4.3 INSTRUMENT DEVELOPMENT

The instrument for research is a questionnaire which is structured and undisguised consisting of following segments;

1. Demographic data;

2. Purchase behavior of men’s apparel private brands;

3. Men’s apparel private brand data relating to perception, expectation, satisfaction and brand loyalty.

1. Demographic data

While addressing demographic characteristics; education from primary level to tertiary level across disciplines are provided, Thirteen different sectors are identified and is used to contextualize research for Chennai city; both government employees and professionals are included; economic asset base consisting of own house and ownership of consumer durables are documented to understand the profile of consumers; number, age, gender of children is profiled to understand likely impact of children on decision making. Part A of the questionnaire with nine items elicits the required information from respondents.

2. Store related attitude and behavior

There are six major private brand apparel stores in Chennai city. However other retailers started experimenting with men's apparel. Considering these facts the consumers are requested to rank preferences among the top class store outlets and reasons for visiting these outlets are elicited. Role of reference groups and their influence is identified with the help of Likert's scale with least influential anchored to 1 and highly influential anchored to 5. The various
suggestions with respect to product attributes by influences and temporal
dimension of purchase with quantum of purchase are provided. Kapferer and
Laurent (1986) indicated that expectations are influenced by pre-interface with
the stores and expectations generated during the purchase process. Thirty five
statements were identified and subjected to pilot study and validity. Five
statements were found to be vague and six statements found to overlap with
other statements. Removal of these statements has not affected Cronbach’s
alpha significantly ensuring reliability, which is reflected in part B of the
questionnaire, item number 18.

3. Brand related attitude and behavior

Part C of the questionnaire consists of twelve items reflecting brand
related attitude and behavior. Strength of influence of purchase decision by
different reference groups with five point Likert's scale and fourteen statements
which are validated (item No.22). Perception with respect to different attributes
of private brand men's apparel is obtained with help of twenty statements which
are validated (item No.23). Expectation and Satisfaction with respect to
different attributes is obtained with the help of eleven statements which are
validated (item No.24 and 25); different attributes with respect to men's apparel
across National brand and private brand is compared. Consumer involvement
with respect to private brand men's apparel is obtained with the help of twelve
statements, which are validated (item No.26). Consumers are requested with
the help of hypothetical sum of Rs.1000/- to be spent on private brands and
national brands. This item is specifically designed to find likely preference of
the consumer willingness to change from private brand to national brand is
obtained with the help of five point Likert's scale. Perception of respondents
with respect to different store brands across nine different attributes of men's
private brands (item No.29) is obtained by marking possession of such
attributes to a large extent or to a least extent on a scale of 1 to 9.
Pilot survey was carried out with thirty respondents and validity was established by checking Cronbach’s alpha for different segments. Statements which are vague, overlapping are removed without significant reduction in Cronbach’s alpha. The first two objectives of identifying demographic characteristics of consumers and factors influencing the consumer purchase decision are inferred from the data. The other four objectives are achieved by across tabulation and subjecting the data to factor analysis, discriminant analysis, multiple regression, correspondence analysis and structural equation modeling.

4.4 SAMPLING PROCEDURE

Systematic Random sampling is used to select sample units. Sample unit consists of males purchasing apparels in six different large format apparel stores in Chennai city. The cross sectional study is adopted and data is collected from respondents during the period December 2009 to June 2010.

4.5 SAMPLE SIZE DETERMINATION

In the proposed analysis data is predominantly nominal, categorical and ordinal. Bartlett, Kotrlik and Higgins (2001) suggested suitable sample size calculation for such data. For social sciences research alpha level of .05 and the level of acceptable error at 5% is considered. The male people of Chennai city in the age group 21 years to 35 years is obtained from census data from government of Tamil Nadu – 2007.

Sample size determination (when population is known)

\[ n = \frac{z^2 N \sigma_p^2}{(N-1)^2 (e^2) + z^2 \sigma_p^2} \]

\[ Z=\text{Confidence level} = 2.57(99\%) \]
\[ N = \text{Total Population} = 2435222 \]
\[ \sigma_p = 2 \text{ (Standard Deviation) } \]
\[ e = \text{Level of Precision} = 0.80(99\% \text{ probability}) \]
\[ n = \text{Sample size} \]
\[
\begin{align*}
n &= \frac{(2.57)^2 \times (2435222) \times (2)^2}{(2435222 - 1) \times (0.80)^2 + (2.57)^2 \times (2)^2} = 413
\end{align*}
\]

Thus the sample size determined was 413. However, to increase the reliability of data sample size is increased to 500.

**4.6 PERIOD OF STUDY**

The data and information collected from respondents pertains to the year 2009-2010.

**4.7 VALIDITY AND RELIABILITY**

Validity of the instrument is ensured after extensive literature study and discussion with managers and research supervisor and experts from Industry. Reliability is measured with help of Cronbach’s alpha statistic. In the present research, multi item scales are checked for reliability analysis with the help of SPSS Version 16. The Cronbach’s alpha values range from .80 to .85 for different segments of research instrument indicating that the data is suitable for confirmatory purpose.

**4.8 SOURCES OF DATA**

The secondary sources of data consist of books, journals, periodicals, electronic papers and websites. The primary data sources consist of eliciting
responses from store managers and consumers of men’s apparel. Field survey was conducted across six different retail outlets in the city of Chennai. The respondents were approached at the exit as it is likely to capture the recent experience. A total of 650 questionnaires were collected and 500 were found to have complete data as per requirements.

4.9 ANALYTICAL TOOLS ADOPTED FOR STUDY

Age and income are hypothesized to be likely discriminant factors to explain Customer expectations and discriminant analysis has been used. Factor analysis is used as a tool to reduce the data to identify latent variables that describe consumer perceptions. However, to add robustness to analysis multiple regression has been used to identify most important factors identified by factor analysis. Different attributes are compared with respect to private brands and national brands and student t-test is performed to test hypotheses. Nine different attributes are ranked by consumers across six different apparel outlets. The output is expected to find brand positioning with the help of correspondence analysis which summarizes given set of data in two dimensional graphical forms. The distances between the points represented by different attributes perceived by the consumer are to be similar or dissimilar with respect to the attributes. The interrelationships between purchase intention, perception, expectation and satisfaction which are likely to impinge on brand loyalty need robust analysis: since there is no pre-existing literature to establish clear independent and dependent relationship. There is no pre-existing literature to establish clear independent and dependent relationship. In the context of Neale (2009) assertion indicating little correlation between customer satisfaction and customer loyalty prompted the researcher to use structural equation modeling to model customer loyalty towards private brand men's apparel.