CHAPTER – III

RESEARCH METHODOLOGY

INTRODUCTION

In order to identify the variables for the purpose of research study a brief survey of literature on the various aspects of research problems has been made in the previous chapter. This chapter is devoted to spell out the research methodology used in the present investigation. Specifically it details the research framework, research design, sampling plan, data collection instrument, and data analysis, the validity and reliability are clarified to ensure the suitability of the study instrument

3.1 PROBLEM IDENTIFICATION

While analyzing various journals, articles, news, magazines and literature available in the study pertaining to human hair, India is one of the leading country in export of human hair and its products are exports to various countries. It came to know and understand that, there is lot of business opportunity for market and distribute the Indian human hair all over the world. But inadequate number of business players is engaged in hair export business and also various export challenges are faced by them. This study is made an attempt to explore the ideas and opinions of the exporters with relevant to practices followed in hair business, opportunity and challenges of this industry which are faced by them.

3.1.1 SCOPE OF THE STUDY

• This study would pave way to know the trading practices followed by the business people on human hair marketing. It enables the researcher to develop and identify the methods and strategies to improve the hair business.

• Identifying the importing countries and demanded varieties of human hair by the importers, it facilitates to extend and enter into hair business through proper identification of target countries and product.
• To find out the business opportunities and most influencing factors that is associated for export business. These factors are rightly held by the hair exporters to sustain in the industry.

• There is possibility to assist the hair exporters to overcome the problems associated in human hair exports and offer suggest to overcome and manage the business in booming way.

3.1.2 NEED OF THE STUDY

• This study will compose an idea about hair trading and create new avenues for the entrepreneurs to grab the opportunity in human hair export business.

• The challenges faced by the exporters are categorized and strategies are recommended for the same. It should make possible the existing business peoples to improve the merchandise opportunity.

• This study would contribute to new entrant about the various pros and cons of this business and encourage them to take part in human hair export business in an effective way.

• It also creates awareness among those seeking business opportunities and assists them to do this business in effective way.

3.2 OBJECTIVES OF THE RESEARCH

1. To study the present trade practices followed by the human hair exporters.

2. To analyze the export trend of human hair with respect to export value, countries and product varieties.

3. To find out the opportunities to enter in to this hair business based on the factors in view of market condition, competition, government support and facilities, transport services and other supporting factors are taken into consideration.

4. To assess the challenges faced by the exporters like, marketing, availability, government policies, technology, pricing are mainly focused as challenges.
3.3 RESEARCH DESIGN

A research design specifies the methods and procedures for conducting a research work. According to Kerlinger (1983), “Research design is the plan, structure, and strategy of investigation conceived so as to obtain answers for research questions”.

Green and Tuel (1970) define that a “research design is the specification of methods and procedures for acquiring the information needed for the study. It is the overall operational pattern or framework of investigation that stipulates what information is to be collected from which sources and by what procedure”. Uma Sekaran (2009)

Descriptive research describes what exists and may help to uncover new facts and meaning. The purpose of descriptive research is to observe, describe, and document aspects of a situation as it naturally occurs (Polit & Hungler 1999).

The present study falls under descriptive research. Here the researcher has no control over the variables studied and he only reported the opportunities and challenges faced by the exporters in regard to marketing, communication, transport services, sources & availability, pricing, technology and government. A major strength of survey research is wide scope and ability to collect detailed information from a sample of large population.

3.3.1 TARGET POPULATION

The target population of this study is the executives, managers and representatives of various hair export companies and in small category the owners of the business would complete the questionnaire themselves. Thus this study aim to examine the perception of the above categorized peoples from hair industries located in Chennai region. In hair industry the peoples who engaged in hair export having experienced and knowledge with reference to hair trade. The researcher considers this perception as valued and support for compile the information.
3.3.2 POPULATION FRAME

According to Chennai Port trust and EXIM India there are 267 exporters are involved in exporting human hair to other countries in Tamil Nadu. The data are collected from the list of exporters generated from the Chennai port trust and EXIM India. So this population frame is considered to be a valid source. Since the data are collected from all the exporters this study is comes under census study.

3.3.3 SURVEY ADMINISTRATION

The primary data were collected from the exporters of human hair located in Chennai during 2011. While considering the responses rates, non-responses, incomplete survey, understanding nonverbal cues, clarification of doubts, motivate respondents to answer after thinking about the problems and issues, on the available data collection methods, the personally administered questionnaire is found to be good and suitable. Since the survey is confined to Chennai it is possible for the researcher to meet the respondents individually, collect the data with a well-structured set of questions within a short period of time. The researcher had an opportunity to introduce the topic, and motivate the respondents to offer frank answers, understand the nonverbal cues, and clarify the doubts during the data collection period. The survey was administered at the place of service by getting prior appointment and based on the convenient time to the respondents. It has greater depth of the study. It is less concerned with the representation and is more concerned with the in-depth study of a few typical situations. The main advantages of this field survey lay the realism, strength of variables and heuristic quality. This study gives a realistic view of the phenomenon as it involves a study of the real facts.

3.3.4 INSTRUMENT

The instrument used in this study is a self administered questionnaire for collecting primary data. The questionnaire is undisguised-structured to employ the benefits of a standardized structure. The greatest benefits of using an undisguised-structured are the ease of administration and the reliability that the respondents answered similarly to the same exact questions (Churchill & Brown, 2004). Two forms of
questions were used including fixed-alternative questions as a majority and a few open-ended questions. The questionnaire was prepared in simple English in order to ensure both managers and executives could understand and answer all the questions.

Questionnaire consists of three parts. First part focus on personal information of the respondents it is consider as the demographic factors of the respondents. Second part focus on organizational details like, establishment year, organizational type, export category, number of employees and type of employees, production capacity, type of hair exported, product varieties and countries export etc. Third part consists present business practices like mode of operation, mode of export, procurement methods, channel of distribution, payment details, pricing method, promotion method and also the likert scaling method is used for identifying the factors influencing for opportunities and challenges its help to identify the opinion of the business people.

3.3.5 SECONDARY DATA

The secondary data were collected from TANSTIA FNF service, and Exim India Chennai. The period of data for this study is taken for 6 years, i.e from 2005 to 2010, about the hair variety, quantity and the value of human hair export from Chennai port rust and air cargo. The data should consists of the amount and value of human hair export to various countries, it provide a chance to understand the contribution of the hair industry in Indian export. And the data were collected towards varieties of hair export to various countries to understand the demand of the various product categories. And also the lists of top most importing countries are identified based on the export value of each country. These data’s are support to the researcher for analyse the overall demand of human hair and identify the movement of hair industry with respect product categories and countries.

3.4 VALIDITY

According to Churchill and Brown (2004), “content validity is the adequacy with which the important aspects of the characteristics are captured by the measure” (Churchill & Brown, 2004, p.333). Simply, the content validity ensured the instrument fully included the important features of the construct that was being measured. To
achieve the content validity, a review of literature was conducted to find the important variables related to the constructs of problems faced by the hair exporters, the influences of characteristics on the problems and strategies to overcome the problems due to export goods and markets. The questionnaire was presented for review by professors and professionals in the marketing field on the seminars and conferences held during 2008. Corrections and adjustments were made according to their suggestions.

3.5 RELIABILITY

Churchill and Brown (2004, p. 335) defined reliability as an “ability of a measure to obtain similar scores for the same object, trait, or construct across time, across different evaluation, or across the items forming the measure”. They also explained the two types of reliability which were an inter-judge reliability and an internal consistency. The inter-judge reliability of a measure was operated when different subjects evaluated a single object. An internal consistency was another reliability used to determine the correlation of items in the measure. This study observes only the internal consistency because the study asked for a score from each respondent toward a statement. The internal consistency allowed the researcher to check if each respondent’s scores of different parts in the measurement appeared in a similar pattern. The coefficient alpha, generally known as Cronbach’s alpha, indicated that the internal consistency existed. Nunnally (1978, p. 245) as cited in Pedhazur & Schmelkin (1991) suggested “reliabilities of .7 or higher will suffice.” Thus, the greater the coefficient alpha is, the more reliable the measurement is.

The below table interpret the reliability analysis of the collected data, it revealed that the scales had an internal consistency supported by highly satisfied alpha value. The scales which related to the opportunities have more than 0.8 in all the 8 dimensions. The alpha value in regard to challenges faced by the exporters in all the 8 dimensions is more than 0.75. All scales had the alpha value greater than 0.75, thus the measurement of the study was sufficiently reliable.
<table>
<thead>
<tr>
<th>RELIABILITY COEFFICIENTS FOR SCALES</th>
<th>No of Items</th>
<th>Alpha Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities - Marketing</td>
<td>13</td>
<td>0.81</td>
</tr>
<tr>
<td>Opportunities – Communication</td>
<td>4</td>
<td>0.83</td>
</tr>
<tr>
<td>Opportunities – Pricing</td>
<td>6</td>
<td>0.83</td>
</tr>
<tr>
<td>Opportunities - Sources &amp; Availability</td>
<td>11</td>
<td>0.8</td>
</tr>
<tr>
<td>Opportunities - Transport Services</td>
<td>5</td>
<td>0.9</td>
</tr>
<tr>
<td>Opportunities – Technology</td>
<td>4</td>
<td>0.84</td>
</tr>
<tr>
<td>Opportunities – Government</td>
<td>5</td>
<td>0.81</td>
</tr>
<tr>
<td>Opportunities – Economic</td>
<td>4</td>
<td>0.8</td>
</tr>
<tr>
<td>Challenges- Marketing</td>
<td>6</td>
<td>0.76</td>
</tr>
<tr>
<td>Challenges- Availability</td>
<td>6</td>
<td>0.79</td>
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<tr>
<td>Challenges- Cost &amp; Pricing</td>
<td>4</td>
<td>0.76</td>
</tr>
<tr>
<td>Challenges- Technology</td>
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<td>0.81</td>
</tr>
<tr>
<td>Challenges- Transport Services</td>
<td>3</td>
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<td>Challenges- Labour</td>
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<td>Challenges- Packaging</td>
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<tr>
<td>Challenges- Government</td>
<td>8</td>
<td>0.8</td>
</tr>
</tbody>
</table>

3.6 TOOLS USED FOR DATA ANALYSIS.

- Percentage Analysis.
- Chi-Square Analysis
- Correlation Analysis
- Analysis of Variance
- Factor Analysis
- Trend analysis
3.7 LIMITATIONS OF THE STUDY

• Human hair is processed and exports from all over India. But due to the time limit this research is restricted to Chennai city only.

• The study is covered only the overview of business practices and opinion of the exporters towards factors on opportunities and challenges only. It is not covering the manufacturing technology and techniques followed by them.

• Temples is the main sources for the long hair. But the opinion and support from the temple are not taken in to consideration due to constraints faced for getting information and data from the temple authorities.

• The individual respondent’s opinions are not constant and it varies time to time, circumstances of the industry, their values and information may change accordingly.

3.8 EXPECTED OUTCOME OF THE STUDY

– Explore the idea about the demand, availability and the marketing opportunities for export of human hair.

– Best trade practices can be studied to improve the present system of doing business for attracting and to overcome the competition in hair business.

– Create awareness among the business planners and small-scale industries about the uses of human hair and make it as a marketing opportunity.

– To create entrepreneurship opportunity those who are seeking employment opportunity by acting as an agent, distributor or contractor for distributing of human hair which is collected from in and around of the villages and temples.

– To enhance the hair export through initiate by the local, state and central bodies for establishing standard systems and procedures for collection and distribution of hair.

– To offer fine option for self help groups to extend their hand to setup the hair business in their own town and villages.