A way to systematically and scientifically solve the research problem, is termed as research methodology. There are many methods used to conduct research. These measures are objective and scientific. The method selected for research is thus based on logic and reasoning. Each research study has its own definite purpose, but we may broadly group a few objectives which each researcher needs to fulfil. These objectives are:

1. To gain familiarity with the problem, issue or phenomenon and to find result which may give new insight, formulative or exploratory research are used.

2. Descriptive research is undertaken when the researcher wants to study a particular individual, a particular situation or group characteristics.

3. Diagnostic research is done when we want to study the frequency of a particular event or situation. We also would like to know the reasons for this event to occur.

4. Hypothesis testing is done when we want to study the casual or other relationship between two sets of variables.

When we want to understand the consumer behaviour in depth, we undertake consumer research.

Consumer research is an extension to marketing research. It is a great tool which aids managerial decisions. Consumer research has two dimensions;

1. Qualitative, and
2. Quantitative.
First the research objectives are defined. If secondary data is relevant to the objectives, then it is collected and analysed. Primary data is collected by observation, experiment or survey. The consumer research process thus starts with Problem definition and research objectives. Then we need to identify the sources of data. Collect the primary and the secondary data.

If we decide to go in for a quantitative research then we decide the research method, then go for sampling and design the data collection method. Then we need to collect the primary data and go in to collect the secondary data from the field. After the data is collected we have to analyse and interpret the data and finally present a research report.

But in qualitative research, we will first decide the research method, the design a questionnaire. Then we have to undertake the work of getting the respondents fill the questionnaire in an appropriate way. After we receive the filled in questionnaire we need to analyse the data through different statistical tool and interpret the results and finally present a research report.

1.1 Research Design:

A good framework for conducting the research project is termed as research design. It in details describes the procedures and the techniques used for obtaining the information and the data needed to solve the research problem. It lays the brick or the foundation for conducting the research. The descriptive research design is used to study the formulated problem.

Once the research project is defined very clearly and identified, we need to design the research. This helps us to get a complete design and guidelines. Three criteria are used to design.
1. Identify and select the research proposal.
2. Design the sampling plan to be undertaken, and
3. Design an apt questionnaire.

There are two main classification of research approach.

1. Exploratory research, and
2. Conclusive research.

These are also called as survey based research. What type of research we need to conduct depends on what is the research problem we want to solve. Sometimes we may also use the modelling research to find the best result through a model.

This consists of an objective function and different set of constraint. We also use the algorithmic research to find the optimal solution to the problem using either exact algorithm or heuristic. The fittest and the apt research approach is selected depending on the type of reality.

Descriptive research as seen above is also known as a fact finding method. The study is aimed at describing and projecting the different characteristics of individual, group or a situation. It describes the current situation. The researcher will try to describe the different situation or factors that persuade or pushes a consumer to respond in a particular manner while making a purchase decision or while buying and consuming packaged fresh fruit juices.

As researcher will collect data only once, it comes under cross sectional study. In order to go into the depth of the research problem, the researcher will try to study not only the consumer but also retailers who stocks and sells the product. This therefore makes the research a ‘Multiple Cross Sectional Descriptive Research’.
3.2 Sampling Technique

A sampling technique or a plan is a method by which the sampling units of a study are selected from the entire frame of the sample population. The selection of the sampling plan is very vital as it effects considerably the time, effort and cost to conduct the study. The reliability and the inferences drawn from the study is absolutely crucial. Hence the design of the sampling plan has to be selected with utmost attention and care. The sampling plans can be classified into non-probability sampling plan or probability sampling plans. The different sampling plans in each of the aforementioned categories are:

Probability Sampling Plans.

1. Systematic sampling.
2. Cluster sampling.
3. Multi-stage sampling.
4. Stratified random sampling.
5. Simple random sampling.

Non-probability Sampling Plans

1. Snowball sampling.
2. Quota sampling.
3. Convenience sampling.
4. Judgement sampling.

The researcher depending on the required precision, the time available with him and the population size selects a suitable sampling plan.

For the consumers convenience sampling with a judgmental basis will be used because the customers who are aware of packaged fruit juices can be identified easily. This will
also be compared with a generalised sampling for consumers who consume non-packaged fruit juices (Fresh fruit juices).

**Sampling Unit and Sampling Technique:**

We drew samples from consumers who were in the age group of 18 to 50 years. Convenience samples are drawn from Mumbai city. The selection of respondents was in a random fashion hence we went for convenience sampling method. The respondents were individuals from large segment of students, housewives and working men and women irrespective of marital status.

The criteria for selecting this kind of samples were to get respondents who were outgoing, shopping, had a great lifestyle and were adapting and trying new things. A well constructed questionnaire were given to the respondents both online and offline. The steps by which researcher designed the questionnaire are:

1. Finalisation of the set of hypothesis and identification of research issues.
2. Formulation of set of questions for each issue and then deciding the content and format of each question.
3. Deciding the type, wording and sentence of the questions.
4. Deciding the format of the questions and arranging the questions in an appropriate manner in the questionnaire.
5. Design and pre-test a questionnaire, and
6. Review for improvements in the questionnaire.

The questionnaire must be so framed so that it has questions related to the hypothesis we want to test. It has to be comprehensive in nature and full proof and designed excellently.

This questionnaires were given to the sample population. A web based questionnaire was also sent across to the sample population requesting them to fill it and send it
across. Some face to face interviews were also conducted. This included retailers who were stocking and selling packaged fruit juices. While collecting the data the researcher took great care to omit biases if any.

On receipt of the filled in questionnaire both from online and offline media, analysis was done to check the appropriateness of the answers so given by the respondents. The consistency in which they had answered was also thoroughly checked.

3.3 Sample Area: The study was carried out in Mumbai region.

3.4 Sample Size: 300 Numbers.

3.5 Data Source:

The present study will be both analytical and descriptive. We have used both secondary and primary data for this study.

Primary – Extensive use of the structured questionnaire, both online and offline, personal interview and observational techniques were used to collect this data. In this connection, above techniques shall be administered to fruit juice consumers who shall be selected at random in the region of Mumbai.

Secondary – the secondary data was collected from various references which already exist in published form as articles, CMIE book, internet, websites, newspaper, magazine, journal, government publications, non government publication etc.

An appropriate instrument was used to collect the required data so that we are able to test the hypothesis and solve the research problem. A genuine attempt was made to validate the hypothesis.
3.6 Data Analysis & Interpretation:

The data collected was edited to avoid unnecessary and unwanted information. This was arranged in a proper sequence. The edited data was classified for suitable tabulation, graphs, charts, diagrams wherever appropriate and necessary. A suitable statistical technique was used for analyzing the data such as chi-square test, t test, etc. by using statistical tools like SPSS and MS-EXCEL. This further helped to draw meaningful conclusion.

3.7 Scope of research study

To understand consumer's buying behaviour, perception and attitude towards packaged fruit juices is the objective of this research. All the various attributes and factors that influence the people of Mumbai to buy packaged fruit juices is also an objective which we need to study. Also in this study researcher explored the series of aspects of marketing activities which affects the buying behaviour of consumer. Researcher studied consumers above 18 years of age in Mumbai region, which will allow in finding the reasons responsible for opting or not opting for packaged fruit juices and the most preferred brands.

Hence this study will give new direction to the manufacturers and brand owners of packaged fruit juices in formulating the right marketing strategy for the same and increase their brand and market value, which in term will increase market share, sales revenue and profits.

3.8 Utility of the study

Packaged fruit juices have a completely different format as compared to other sections of consumer brands. There are still many areas of consumer brands which need to be researched. Consumer buying behaviour, attitudes and perception is one of the key
areas that need to be analysed for finding out the various triggers that a consumer goes through while selecting and buying packaged fruit juices. This study will try to focus on this area in order to give in depth information about Consumer buying behaviour, attitude and perception which will also include factors which affects consumer's purchase decision.

The main objective of the retailer to keep packaged fruit juices in their store is the high margin on such product. This helps them earn maximum profit. However to push sales sometimes low prices are given and therefore the margin also reduces. Because of the low price occasionally consumers perceive the product as low in quality.

Researcher will attempt to give an effective marketing strategy by doing this research.

The utility of the study is explained in the following dimensions:

A. This study will throw light in understanding the buying decision model, attitudes & perceptions of the consumers on packaged fruit juices by eliciting their understanding and opinion on packed versus unpacked fruit juices.

B. The various factors that influence them on buying decision most of the times. The consumers' understanding of packaged fruit components and ingestions, nutrition and health.

C. To build inroads through this study on identifying how far is packaging and labelling an influential factors that persuades a consumer to buy packaged fruit juices

D. The awareness level of consumers with regards to packaged fruit juices and reasons for buying packaged fruit juices.

E. The consumers’ willingness to pay the price for packaged fruit juices.
3.8 Limitation of the study

• The results of the research may vary if the same survey is conducted in other parts of the country, as the present study is done only in Mumbai region.

• There is possibility of sampling errors in the study.

• The responses of the consumers may not be genuine

• The questions included in the questionnaire may not be comprehensive.

• Time period for conducting the research is less.