Chapter- III

RESEARCH METHODOLOGY

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This section includes themethodology which includes the research design, source of data, sampling and data collection instrument development.

Research Design

The study would be carried out in the city of Mumbai of the tourist and business visitors from Mauritius and South Africa. Also emails shall be sent to known friends and acquaintances of the researcher. It shall also be based on the views gathered by the researcher in the course of his many visits to Mauritius and South Africa.

Sources of Data

A -Primary Source:-

The researcher has done many visits to South Africa and Mauritius. Also he has attended many International Trade Fairs with CII, ITPO and other foreign event organizers where the visitors numbered 50,000 on an average for each Trade fair. In the course the researcher interacted with a large number of Indian Origin, South Africans and Mauritians who have been separated from their motherland for over 200 years.

Data shall also be collected via Personal Interview with the Tourist and Business Visitors coming to Mumbai and staying in the hotels. A self-administered questionnaire shall be used to collect data. Several measures shall be employed in an effort to enhance the response rate. A cover letter shall be signed individually in blue ink and contain the name and address of the respondent in an attempt to show personalization was attached to each questionnaire. Sample size shall be in total 300 (150 for Mauritius and 150 for South Africa.)
B - Secondary Source:-

Export Data, Email, Website, and Online News, Business Magazine data, Export Consultants and Google search.

Sampling

A - Sample Size:-

Sample size is 300 participants in the BMC Limits.

B - Sampling Technique:-

Random sampling technique was used in the survey conducted.

C - Tools of Analysis:-

Data has been presented with the help of barograph, pie charts, line graphs etc. The analysis shall be carried out using SPSS; it shall carry out descriptive as well as inferential statistics. The tests to be used shall be $X^2$, correlation and factor analysis.

D - Plan of Analysis:-

Tables will be used for analysis of the collected data. The data is also neatly presented with the help of statistical tools such as graphs and pie charts. Percentages and averages will also be used to represent data clearly and effectively.

E - Research Area:-

Mumbai (Mumbai Municipal Corporation Limits)

Data Collection Instrument Development

The mode of collection of data will be based on Survey Method and Field Activity. Primary data collection will be based upon personal interview. I have prepared the questionnaire accordingly to the necessity of the data tube collected.
Objectives of the study:-

- To know the latest trends and demand of the Indian products of Population of South Africa and Mauritius.
- To know the current strategy adopted by manufacturers and exporters to South Africa and Mauritius.
- To forecast patterns and potential in South Africa and Mauritius.
- To do a SWOT analysis.
- To study the pricing patterns of Indian products in South Africa and Mauritius.

Hypothesis:

Ho- There is low demand for Indian products in South Africa and Mauritius

Ha- There is large demand for Indian products in South Africa and Mauritius.

Significance of the study:-

Thesis study is significant from the perspective of creating a distinct unexplored market segment which can be a considerable contributor to the Indian foreign exchange and the boost Indian economy. It is also significant to consider the trade relations between Indian and South Africa as well as India and Mauritius. It will also prove to be a significant contributor towards promotion of the Indian Cultures, values and heritage.

Limitations of the study:-

The limitations of the study are those characteristics of design or methodology that set parameters on the application or interpretation of the results of the study; that is, the constraints on general inability and utility of findings that are the result of the devices of design or methodology that establish internal and external validity. The most obvious limitation would relate to the ability to draw descriptive or inferential conclusions from sample data about larger group.
It’s important to critically evaluate the results and the whole study. The present study has certain limitations that need to be taken into account when considering the study and its contributions. The selection of the single design naturally brings forth many limitations as far as the generalization of the results of the study is concerned. On the other hand, this also represents the whole idea of making the study. By understanding something about this particular case more in depth, weight eventually also learn something about more general phenomena.

Another limitation of this study is the perspective adopted. Instead of trying to understand the in processing general, this study has been first-hand foremost limited to the countries of South Africa and Mauritius. Although the study has also taken into account other views along the theoretical analysis, the main perspective from which conclusions are drawn is that of the countries of South Africa and Mauritius. This can thus also be seen as a limiting factor in this study.

Each research is unique in nature but each has their own limitation and this research is no exception. Other major limitations of this study are as follows:

1. The study may not be able to find the trends and demand for all types of Indian Products and Services for marketing to the Indian component of the Population of South Africa and Mauritius.

2. The study shall explore to find the demand for Indian consumer products like Indian Religious Idols, Indian Clothing, Indian Sweets, Indian Jewellery, and Indian Handicrafts covering 5 major consumer products yet there exists the possibility of missing some major products.

3. The study is also based on the primary data collected through questionnaire and interviews. So, it suffers from all the limitations occurring in opinion survey. The possibility of personal bias cannot be ruled out.