Chapter-3

RESEARCH METHODOLOGY
3.1. Methodology:

There is a considerable body of literature reporting studies that had focus as the
Consumer’s perception and satisfaction with retail format. However, among this body
of work limited examples of research exist that incorporate the role that demographics
play in relation to retail format. Location has been the focus of many studies as have
been the patterns of product purchase, the potential for business at specific retail sites,
customer satisfaction and loyalty.

This study has utilized an exploratory approach and has as its main aim to
characterize age groups in terms of their satisfaction for retail formats. This study
further divides six age groups into two major categories of male and female with each
group containing three age groups. Through data analysis of these groupings by
gender differential this study aims to understand the preference of the average
consumer in relation to the Mega Mall. As ascertained through literature review, there
are six (6) underlying factors determining customer satisfaction.

They are:

(1) Selection

(2) Atmosphere

(3) Convenience and Location

(4) Salespeople

(5) Food and beverage

(6) Promotional and Entertainment activities.

3.2. Objectives of the Study:

1) To study Consumer perception towards Mega Mall retail outlets.

2) To evaluate CONSUMER Satisfaction and develop a Consumer satisfaction Index
3.3. Hypotheses to be tested

Two sets of research hypotheses have been made in this Research Studies.

1. **H1**: The success of mega mall retail outlets in Gujarat depends up on positive satisfaction amongst Customers.

2. **H2**: The mega mall retail outlets Capacity of evaluation of the consumer satisfaction level and makes the required facilities available to the outlets floor rather than making their own profit in center.

3.4. Problem Defined:

It is of great importance to understand the elements that create customer satisfaction or in the reverse those elements that create dissatisfaction among customers however, there has not been historically a case study conducted to determine or measure the level of customer satisfaction in relation to the mega mall. Furthermore, the aspects of age and gender as related to customer satisfaction are important to understand in order to know the types of goods, services, entertainment, food and beverage and promotions that will be effective in promotion and advertising of Mega mall.
3.5. **Scope of the Research:**

With more comprehensive strategy frameworks being pursued by mega mall retail outlets, the perception of customers is changing with the change in the fast-growing knowledge sector. The change is merely being transitory but critical one to more strategic implications for long-term strategy making. This study will make an attempt to provide an insight into retailing practice and approaches followed by select mega mall retail joints with regard to their retailing strategies.

3.6. **Research Design:**

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions.

The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research that one wants to do.

The research design adopted for this study is Descriptive Research. Descriptive Method was adopted because it deals with description of the state of affairs as it exists at present.

3.7. **Method of Data Collection:**

**Primary Data source:**

Primary data were collected through Questionnaire and through personal interview with the respondents. The questions multiple choice, rating and ranking Scale questions, and open-ended questions. Open-ended questions were used to probe more deeply into issues of interest which was impossible if the answer had been pre-
categorized. These questions provided valuable insights on the problem not previously thought, suggestions were provided by the respondents in their own words which were included in the thesis.

The researcher will collect data from 200 consumers of each selected cities. With the help of questionnaire researcher should be collect the data. “Primary data may be described as those data that have been observed and recorded by the researchers for the first time to their knowledge.”

These data are originated by the researcher for the purpose of the investigation at hand. Primary data are collected generally by experienced personnel.

**Secondary Data source:**

Secondary data are collected compiled & published by others & researcher is using that for solving his present research problem.

The secondary data of the research were collected from Economics and Statistics Reports of Govt. EBSCO Online Research Database, CMIE Data, Data from Journals, Newspapers (The Times of India, The Indian Express, The Economic Times, Financial Express, Business Standard, Business Line), KPMG Report, FICCI Report on Indian Retail, Books, Magazines (Business World, The Indian Dream, Business & Economy), World Wide Web etc.

**3.8. Sampling Techniques:**

The next step in research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration.
The target population in this study was the consumers who belong to Vadodara, Surat, and Ahmedabad.

The sampling technique had to be selected. There are two types of sampling techniques:

1. Probability sampling
2. Non-probability sampling

Among the probability sampling, the sampling used in this study was Simple Random Sampling.

**Simple Random Sampling:**

Simple Random Sampling is the simplest type of sampling, in which we draw a sample of size \((n)\) in such a way that each of the ‘\(N\)’ members of the population has the same chance of being included in the sample. A sample selected in this way is called a simple random sample.

**Convenience Sampling**

Convenience sampling is probably the most common of all sampling techniques. With convenience sampling, the samples are selected because they are assessable to the researcher. Subjects are chosen simply because they are easy to recruit. This technique is considered easiest, cheapest and least time consuming.

**Survey Method:**

Using structured, non-disguised questionnaire with open-ended, dichotomous, and MCQ type questions.
Sample Size:

Region Sample:

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<tbody>
<tr>
<td>Vadodara</td>
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<td>Surat</td>
<td>200</td>
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<tr>
<td>Ahmedabad</td>
<td>200</td>
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**TOTAL** 600

3.9. Statistical Tools Used for Data Analysis:

This phase consists of the data analysis of the data collected based on the simple random probabilistic sampling technique. The data collected were analyzed using the following methods.

**Weighted Average Method**

Mean in which each item being averaged is multiplied by a number (weight) based on the item’s relative importance. The result is summed and the total is divided by the sum of the weights. The weighted average method is used to some of the questions to rank the attributes.

**Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two classifications are independent.

\[ c^2 = \sum \frac{(O_i - E_i)^2}{E_i} \]

**Applying Yate’s correction:**

\[ c^2 = \sum \frac{((O_i - E_i) - 0.5)^2}{E_i} \]