Chapter - 5
RESEARCH METHODOLOGY

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Research methodology is a means to solve the research problem scientifically, systematically and in a new and better way. It is a discipline of studying how research is carried out systematically and scientifically and incorporates the study of various steps that are normally adopted by a researcher in studying his research problem.

It is indispensable for the researcher to know not only the research methods or techniques but also the methodology. Researchers not only require to know how to develop certain indices or tests or how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems. Therefore it is necessary for the researcher to plan a methodology suitable for his research problem as it may differ from problem to problem.

Research methodology has many magnitude and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, a research methodology includes not only the research methods but also the logic behind the selected research methods and elaborate why we are using a particular method or technique so that research outcome are capable of being evaluated either by the researcher or by others.
5.1: RATIONALE OF THE STUDY

Retailing industry is mushrooming in India that covers two important segments i.e. organized retailing sector and unorganized retailing sector. Organized retailing is gaining attention of government, businessmen, academicians, policy makers and customers. It contributes lots to the economy in different way. In India the existing retail formats are adaptations of western formats with moderate to lukewarm success. The challenge lies in retailer’s understanding of customer’s needs and motivations, and most importantly, such parameters and perceptible dimensions of the shopping experience which are considered more important by consumers in evaluating a retail shop / store. There is a vast scope for research and analysis as the retailing environment in the country is changing rapidly, leading to changed customer expectations and choice of retail store format. This phenomenon is quite significant in the Indian retail market with the introduction of larger and more diverse retail formats by organized players. A variety of formats are being rolled out, with mixed success. Both retailers and shoppers are currently in an evaluation phase with no clear verdict as to what drives the customer to a retail shop / store. The newly established stores are able to attract shoppers into stores due to its ambience, but they are finding conversions into purchases to be lower than expected and hence lower profitability for retailers.

The rationality of carrying out the present study is to get the idea about the behavior of middle class people towards shopping malls and traditional retail shops. This research study will try to explore the perception of middle class people towards shopping malls and traditional retail shop. By doing this study we can get the idea about that strategy the shopping malls should design to attract the visitors to shopping malls and converting them into their real customers. As on today there is coexistence of shopping malls as well as traditional retail store or shops or local grocery shops this study will give idea to both shopping malls and traditional retail shop to design their strategy to attract the customers in the era of cutthroat competition.
5.2: RESEARCH OBJECTIVES

The following are the objectives of carrying out this research.

1) To explore preference of customers for buying different items from shopping malls and traditional retail shops.
2) To know sources of information for customers for buying different items.
3) To study frequency and time of visiting shopping malls by customers.
4) To get the idea about perception of respondents about shopping malls and traditional retail shops.
5) To get the idea about frequency of buying different items from traditional retail shops.
6) To explore decision taking pattern of customers for buying different items.
7) To study brand loyalty and shop loyalty of the customers.

5.3: HYPOTHESIS

The following hypothesis will be tested during data analysis.

1) There is no association between age and perception about shopping malls over traditional form of retailing.
2) There is no association between age and frequency of visiting shopping malls.
3) Brand Loyalty is independent of gender of customers.
4) There is no association between gender of customers and benefits of brand loyalty.
5) There is no association between age of customers and brand loyalty.
6) There is no association between age of customers and benefits of brand loyalty.
7) Time of shopping is independent of age of customers.
8) There is no association between education of customers and perception about organized form of retailing over traditional form of retailing.
9) There is no association between gender of customers and problems while choosing shopping malls.
10) Satisfaction about services provided by shopping malls is independent of gender of customers.
11) Brand comparison is independent of education of respondents.
12) There is no association between education of customers and no of dealers approach while buying different items.
13) View about shopping malls is independent of gender of customers.
5.4: SIGNIFICANCE OF THE STUDY

This study is important for the following.

FOR RETAILERS: This study will help retailers in analyzing customers from various perspectives for making store choice in an era of immense competition today with the entry of national as well as international players. It will provide an insight in understanding household/buyer characteristics; it will help them in understanding in detail, underlying perspectives of customers before, during and after making decisions for store choice thus devising strategies accordingly to cater their needs.

FOR CUSTOMERS: This study will provide deep insight into various ways the retailers and managers adopt to motivate the customer in choosing their store, ultimately guiding them to be aware of malpractices, if any, used to lure them to the shopping malls.

FOR RESEARCHERS, ACADEMICIANS AND DOCTORAL STUDENTS: It will make them aware of the hands on information about the retailers and consumers perspective in detail, providing them direction to move further.

5.5: PRE-TESTING /PILOT TEST

To improve the instrument/questionnaire, a preliminary study was conducted and 15 respondents were asked to fill up the questionnaire initially. Participants of this pilot study were not included in the main study. Respondents evaluated the questionnaire in terms of ambiguity in wording, clarity of polar adjectives, difficulty level of questions, ease of answering questions, overall structure of questions as well as the time necessary to complete the questionnaire. The questionnaire was improved on the bases of their suggestions and feedbacks regarding the appropriate words, adjectives, sentences, format and structure of the questionnaire.

5.6: PRIMARY DATA COLLECTION

Primary data are collected through structured questionnaire having close ended answer.

5.7: SECONDARY DATA COLLECTION

Secondary data was collected from the various associations and research organizations that are regularly into developing and generating data and periodical reports on the Indian retail industry like Indian Retail Report, AT Kearney, BMI India retail report, Technopak, RAI, CII, etc. Internet has also been used to get some data relevant to the study, Google, Google scholar; online libraries were also used to
get the relevant literature for the review. Various books related to marketing research, retail management, marketing management and general consumer behavior has also been referred, business magazines and journals were also used for getting the relevant data for the research.

5.8: Population

Researcher has used target population in form of customers visiting both grocery shops and shopping malls.

5.9: Geographical Area for Research / Sampling Area

Selected city like Anand and Vallabh Vidya Nagar and Nadiad and Kheda of Anand and Keheda district of Gujarat state.

5.10: Research Instrument

Questionnaire.

5.11: Sampling Unit

Middle class people who are engaged in job or they are professional or house wife.

5.12: Sample Characteristics

As far as the demographic profile of the respondents is concerned, the sample comprises of a variety of respondents belonging to different age group, gender, economic and professional backgrounds.

5.13: Sample Size

For collecting data for the research work, 730 numbers of respondents were considered. The sample is divided into four different groups for four different cities namely Nadiad, Kheda, Anand and Vallabh Vidya Nagar.

Table Sample Size of Respondents

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>City</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nadiad</td>
<td>215</td>
</tr>
<tr>
<td>2</td>
<td>Kheda</td>
<td>130</td>
</tr>
<tr>
<td>3</td>
<td>Anand</td>
<td>175</td>
</tr>
<tr>
<td>4</td>
<td>Vallabh Vidya Nagar</td>
<td>210</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>730</td>
</tr>
</tbody>
</table>
5.14: STATISTICAL TOOLS USED FOR DATA ANALYSIS: The statistical package for social sciences (SPSS) has been utilized to analyze the data collected through survey work. Frequency and percentage cross tabulations, chi-square test, factor analysis and other test have been applied on the findings to examine the hypotheses. Charts, tables, graphs and diagrams have been used for proper presentation of the findings.

5.15: DATA CODING AND DEMOGRAPHIC VARIABLES USED FOR THE STUDY

The data grouping is the most important step in data coding. The classification based on the demographic variables is the first stage of the data coding. The demographic variables include the factors like age, gender, occupation, education, and income level, place of shopping and frequency of shopping. The customers are numbered from 1 to 730 serially. For the above-mentioned demographic variables, the coding considered for data processing is as follows –

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Coding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Place</td>
<td>1 for Nadiad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for Kheda</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 for Anand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 for Vallabh Vidya Nagar</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>1 for Male</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for Female</td>
</tr>
<tr>
<td>3</td>
<td>Age</td>
<td>1 for 21 – 30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for 31 – 40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 for 41 – 50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 for 51 – 60</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 for Above 60</td>
</tr>
<tr>
<td>4</td>
<td>Education</td>
<td>1 for Up to H. S. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for Diploma</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 for Graduate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 for Post Graduate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 for Professionals</td>
</tr>
<tr>
<td></td>
<td>For Professional</td>
<td>1 for CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for CS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 for ICWA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 for MBA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 for MBBS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 for MS</td>
</tr>
<tr>
<td>5</td>
<td>Employment Status</td>
<td>1 for Employed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 for Self-Employed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 for House Wife</td>
</tr>
</tbody>
</table>
If Employed:
1 for Private Sector Job
2 for Government Job

If Self - Employed:
1 for Businessmen
2 for Professional

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 6 | Children in Family | 1 for None
|   |   | 2 for Only 1.
|   |   | 3 for 2
|   |   | 4 for 3
|   |   | 5 for Above 3

| 7 | Total Members in Family | 1 for Up to 3
|   |   | 2 for 4 to 6
|   |   | 3 for 7 to 8
|   |   | 4 for Above 8

| 8 | Family Structure | 1 for Nuclear
|   |   | 2 for Joint Family

| 9 | Monthly Income | 1 for Up to Rs. 20,000
|   |   | 2 for Rs. 20,001 to Rs. 40,000
|   |   | 3 for Rs. 40,001 to Rs. 60,000
|   |   | 4 for Above Rs. 60,000

5.16: LIMITATIONS OF THE STUDY

This research study has both theoretical and practical significance for the present retailers as well as for the academicians and research scholars but this study has some limitations also. This study is based on responses from large number of respondents of selected urban areas like Nadiad, Kheda, Anand and Vallabh Vidyanagar of Anand & Kheda district in general to get the idea of buying behaviour pattern of the middle class people which may not be true all the time because of many factors and cannot be applied to other area due to difference in demographic, economic and social factors and shopping preference of middle class people.

The sampling procedure is non-probability convenience sampling and thus it inherently brings all the limitations of it. The sample size of 730 respondents was finalized in this study, which is considered as an acceptable size, nevertheless, it is felt that for a consumer research like this, using a larger sample size will be preferable and more representative of the whole population of retail customers in this area or elsewhere. The study is absolutely confined to the customer perception and preference towards organized and unorganized retailing and the factors affecting them. This limitation creates an opportunity for future research study in this area to
include social, psychological, economic and technological variables in the future research.

The collection of primary data is comparatively very difficult and sometimes the question of non response arises because the people do not like to disclose the information. As no primary data collected through the sample survey is free from bias and inaccuracy in one respect or the other, the data collected and used in the study might not be free from certain errors due to limited knowledge of respondents. This research is confined to two districts and the four cities constituting this geographic region. The findings of the research cannot be generalized for entire state or nation.