CHAPTER II

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CHAPTER II

METODOLOGY

Market is very important social phenomenon and a "happening thing". It is ubiquitous and is found in all parts of the world, in all societies. It may be an activity of marketplace action in small places, but where the number of population is large, various interactions or exchanges are involved between company and company, society and society, country and country etc., with that 'market' has taken the shape of institution and has evolved very rapidly.

However, the market activity and the process of institutionalization of market differ from place to place. In some places, the activities are similar, and in some, it has moved to new heights and levels of interaction, both in terms of time and space. Similarly, institutionalized markets have evolved in different forms at different stages and in different places. Particularly after the gearing up of globalization process all over the world, there has been a major enhancement in the importance and place of market in society. As a result, the 'market' research or 'study of market' today occupies a pivotal role in academics.

THE RATIONALE:

The market interaction involves much more than economic factors. Considerable amount of studies have already been conducted to find out how market is structured and the way it functions. It is evident that several studies suffer from conceptual and methodological ambiguity. It is in this background, that methodology plays a very important role in this research. It is important to formulate a design for the proper way of conducting the whole research whether it is natural science or social science. At the same time, it is also very essential to plan out the way research is likely to be carried out or conducted which includes research design, plan and execution in a systematic manner.
In any research, the researcher cannot completely stick to the research design that is conceptually conceived in the initial stage of research. S/he has to make certain modifications at the time of execution in the field. Which means, the researcher will be forced to make certain modifications and may be in some cases evolve new methodology altogether or may even be a part of it. As a matter of fact, other is no single methodology which suits all types and stages of research.

The researcher has also planned a detailed layout of how to conduct this study. For exploratory and explanatory research purposes diverse relations, structures, functioning patterns and institutions of economic exchange can be analyzed as a singular market. Rather than analyzing ‘markets’, the ‘market’ is used to explain different instances of market exchange. It is in this connection, the research work is carried out keeping the ‘market’ in mind and of course certain specific ‘markets’ in it. This is very clear from the title of the thesis “Structure, Social Relationships and Market: A Case Study of Shimoga”. Shimoga (market and town) is selected for the research, studying various aspects of the same and various types of ‘markets’ in it, in toto. Along with this, phenomenological understandings of various events, facts, process within are looked into carefully. It is in this context that the study area has been selected carefully.

As already mentioned the ‘market’ has changed considerably from medieval marketplace existences to modern ‘market-less’ or rather ‘placeless’ markets and further, to the new modern political economies. These transformations from one form to another, with the changes in the contents as well have raised certain apprehensions about how market works? So, it was very essential to identify particular market that, the ‘market’ is neither the traditional ‘marketplace’ which is of late considered primitive (ancient and medieval period), markets nor the modern placeless markets and the new political economy. To make it much more clear, ‘the market’ should be such that it is in the midst of both extremes wherein one can try to understand the point of starting and the way in which it is moving to a new level. In this process, the researcher neither is conducting any research on the marketplace concepts particularly, the weekly markets like sante or
shandy, nor even the modern hi tech, computerized international/national markets like Tele marketing or e-commerce etc.

Ethnically and culturally plural societies, like India, customarily are characterized by a high degree of intergroup interactions, differences, interconnections, and such other actions. Whether indexed by disparities in income, wealth, or occupational status, or even the social status, social importance, social stigma, etc., wide differences continue to be observed across ascriptive differentiated groups. In the Indian context, one finds that large caste groups are broadly classified into ‘upper caste’, ‘middle caste’, ‘lower caste’, which are further sub grouped into sub castes and further complicating the whole is a large system needs special attention especial in researches like this.

The ‘market’ is a galaxy of events and phenomena and no activity can be understood or studied in isolation; it was in this regard, that several related aspects are brought under one package and are analysed to understand phenomenologically market as a whole. In ‘market’ all events are interconnected, interdependent and interwoven just like social matrix. If one tries to understand one phenomenon or event of market another automatically gets revealed and many cases very interesting and unassuming facts do emerge. So, unless all such things are studied, though not in-depth, the gamut of market is not understandable properly.

The studies hitherto mentioned briefly in the first chapter (critically examined in the next III separate chapter) are found to have certain gaps in understanding the market situation. In a market situation the relationship of the actors and between them is seldom analysed. Several activities and aspects of the ‘market’ have been analysed by different thinkers, but studies on the relationships of the primary actors (buyers and sellers) in the market are unheeded. Several studies exhibit the presence of some such relationships, however, not many studies are found analysing the ratio of these actors and the basis of such relationships.
STATEMENT OF THE PROBLEM:

As actors of market live in a society, they constitute a structure of their own and evolve norms to follow. It is not unnatural to assume that social institutions like caste, class and gender play their role affecting the transaction, trade or exchange relationships in the market. Given this background, it may further be proposed that different caste and class groups have their distinct features influencing the market transactions. Such an assumption merit sociological insights and therefore needs to be studied in a systematic fashion. Succinctly, the present research has attempted to study the structure and processes of relationships of a regional market system, within the broad context of Indian social realities and sociological theory.

The purpose of any research is not to get lost in such gamut but to come out with some findings, may be discovering the existing but unknown or unnoticed till date or to come out with a new path breaking idea or even theorizing the whole phenomenon, which is yet to happen (Lie; 1997), one has to be much more focused. Juxtaposed to this idea, the researcher has formulated clearly the focus, objectives and hypotheses of the study along with the statement or the definition of the study.

FOCUS OF THE STUDY:

At theoretical and empirical levels, for a Sociology of market, the study aims to explore, in-depth, the following issues:

1. The social structure of market,
2. Market as a process,
3. Market as an institution, and

AIMS, OBJECTIVES AND SIGNIFICANCE OF THE STUDY:

Following are the objectives of the study:

1. To develop a comprehensive literature base on sociological conception of 'market' in its structural and interactive meaning.
2. To understand the evolution of market in a semi-urban area.
3. To understand the institution of market both as a 'structure' and as a 'process'.
4. To Study the interaction of important institutions like caste, class and gender with 'market'.

5. To study the social matrix within the market in terms of:
   a. Relationship between customers and shop owners.
   b. Hierarchy in the relationship.

HYPOTHESES:
Following are the hypotheses of this research study;

H1. There is socio-economic and cultural hierarchy in the market.

H2. Buyers and sellers engage not only in business transactions but also in the exchange of social, cultural, political and other social aspects of life.

H3. There is a positive correlation between consumer's community and preference for sellers of their own community.

H4. Upper class people prefer to go to upper class market, similarly middle and lower class to their respective class markets.

H5. Certain areas and commodities are dominated by sellers of particular communities in the market.

H6. Women shop keepers in general attract more customers.

H7. Consumers buy in particular shops not only for economic reasons but for other reasons as well.

METHOD OF DATA COLLECTION:
Data collection both in the form of primary and secondary is essential in any research. The data thus collected is used to testify and prove the hypotheses or nullify the same. It is in this relation, that the data is collected for this research from both primary and secondary sources. It took nearly two years to collect the data pertaining to the present study, from various sources, for both primary and secondary sources. In fact, in collecting the data modern technology and modern technological gadgets were of great use and it helped the researcher to collect more data, precisely, and more importantly, in a relatively lesser period of time. Further, the data collected is saved in computers so as to retrieve any time and anywhere. Thanks to modern inventions like, computer, internet,
cassette recorder, etc., which were of great use in the whole process of data collection, and these form the authentic source of reference as well as proof for verification.

**SECONDARY DATA:**
To support the argument and also to find out the reality of market activities, theoretically as well as empirically, large database of articles from various journals, edited works, reports, books, review articles were referred to. Libraries of Universities, research institutes, city central libraries and also number of e-journals were surfed to collect articles and reports produced by various research agencies, institutes and government related to this research. District libraries and various archives and state archives were also consulted to in collecting the information. Large academic journals database like EBSCO, J-GATE, PROQUEST, JSTOR and various other journals’ database servers were of great use in collecting articles from academic journals particularly from the back volumes. Several books written and published by various authors across the disciplines and national boundaries were also referred to as they form the very basis for the strong argument building bricks in this research.

**PRIMARY DATA:**
As it is well know and well established, primary data occupies a very important position in social science research particularly to identify and understand data of both qualitative and quantitative in nature. Identifying and locating the qualitative data and trying to quantify the same (at least, in some cases), to prove certain hypotheses is a hurricane task in such researches and is true in this case as well.

The major task was the formulation of the research design, after the conceptualisation (explained in fourth chapter) particularly for the primary data collection directly from the field. Though, the field work was planned, well in advance the researcher had to make certain modifications according to the requirement or the need of the hour, and of course, within the set limitations and parameters of sociological research.

In order to explain the market phenomenon carefully, the actors and the important elements or players of market need to be understood. The ratio of sellers to buyers
provides a simple but powerful measure of the level of competition in a market or a group’s bargaining power (Emerson 1972; Blau 1964; Burt 1993). In this direction, it was decided to study the structure of market and the relationship between the actors i.e., the shop owner and the customer in the market, to have a proper understanding of the market transaction and it’s functioning. To understand the ‘market’ phenomenon, a marketplace had to be selected to obtain primary data from the respondents directly. In this context, it was decided to select specific markets in the Shimoga ‘market’. It was decided to have four types of ‘market’ in its popular conception, which meant four types of shops to study the relationship between the shop owner and the customer. The reason for selecting only four markets is to make comparative study of markets in various considerations, though not in detail. One of the major factors for selecting these markets was the frequency of customers’ visits to the said markets. Having large numbers to study various types of market would be a major problem, and hence it was decided to have four types of ‘markets’. The four types of ‘markets’ that were selected carefully are Vegetable, Grocery, Textile, and Stationery shops (defined later in this chapter).

After making a detailed analysis and thought, it was decided to have the following sample tree structure for the collection of data from the primary source.

**Sample Tree Structure**

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PROVISION (30 shops)  TEXTILES (30 shops)  STATIONERY (30 shops)  VEGETABLES (30 shops)

5 CUSTOMERS in each shop

150  150  150  150
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30 shops in each category are multiplied by 4 types which in total is 120 shops. After making a clear cut sample design for the shop owners, the sample design structure for the customers was also well thought of. The researcher was required to sit along with the shop owner, all the day and right from the time the shops were opened in the morning till the shops were closed late in the evening or night. The non-participant observation technique was used in this context. Along with the interview schedule a detailed field notes was also maintained of each shop separately to make a detailed analysis. Each shop has exhibited different story of course with certain common aspects. In that process, the researcher, with the help of the shop owner identified 5 permanent customers (defined later) and conducted a detailed interview with the help of interview schedule. Then, the ratio of 1:5 i.e., 1 shop is to 5 customers, 600 customers (120 shops X 5 customers = 600 customers) were chosen. This is the sample structure cum design of the research.

As the types of shops were restricted to only four, the total number of shops ultimately totalled up to 120. Unfortunately, there was no record in any of the government or corporation or in chamber of commerce regarding the number of the shops in each category. So it was decided to have 30 shops in each category. It was also thought of giving equal representation assuming there could be more than 100 shops in each category in Shimoga town. In that case, roughly, the sample representation would be 30 percent (30%) of the total universe, or it would be 10 percent (10%) if the total universe is around 300 shops, or it would be 3 percent (3%) if the universe is around 1,000, which is a remote possibility. Still this sample size complies with most experts (statistics and research methodology) who say the sample size should be around 1 percent to 10 percent of the total universe.

The total number of customers included in the sample structure is 600. This total number was obtained with a systematic and scientific calculation. The total population of Shimoga town was 2,74,105 persons in the year 2001 and 2,84,965 persons in 2003. This total figure was rounded up to 3,00,000 persons approximately for the calculation purpose. If one assumes that on an average the family size would be around 5 (again approximately), then the total number of families could be 60,000 (3,00,000 persons
divided by 5 persons in a family is equal to 60,000 families). So, these 600 customers in the sample structure represent 1 percent of the 60,000 families. These customers would represent not individuals themselves per se, but their socio-cultural background their families in terms of caste, class, community, etc.

The reason for selecting only these ‘markets’ was the frequency of visits made by the customer to the shop as a result, the number of contacts between the shop owner and the customer. For instance, irrespective of caste, creed, colour, religion, race, ethnicity, gender, or any such social category, people do need to eat vegetables regularly, and their visit to vegetable vendor is almost everyday/alternate days and in some cases, once or twice a week. In that process, it was also assumed that ‘relationship’ and ‘rapport’ would have been built and thus, vegetable segment would be ideal one. At the same time, the number of visits to such shops are more, i.e., frequency is more, but the amount of transaction (monetarily and socially), the amount of discussion, conversation would also be short, simply, not lengthy, but touching and the relationship is not very deep and also not very superficial.

Food being a basic necessity people need to buy groceries and would visit grocery shops regularly, the frequency of course, varies like at least once a month and in some cases, fortnightly, or weekly or whenever there is a need for small items at a particular hour.

In case of textile shops, people, may not buy clothes and related items as regularly as vegetables or grocery but they would definitely purchase cloth on various occasions like festivals, birthdays, marriage, family functions and most importantly according to their requirements, the frequency is in terms of months, though not in terms of days as in case of vegetables or weeks and in case of grocery items.

Similarly, the stationery shops were visited, though not as frequently as in other shops mentioned above, but regularly and there was an element of study in it, compared to other ‘markets’ in the ‘market’.
The question now arises as to why select the shops where the frequency of customers' visit is high? The logic, here is, that more the number of visits and the more the frequency in visiting the shops and the time gap between the visits tells us something else than just the economic transaction, which in fact, is the point being probed in this thesis. Further, why is that people are visiting the same shop frequently than testing or visiting other shops, which are present and available in the same street. It raises further more questions that why do people visit same shops regularly, that is where the concept of 'regular customers' come into the picture, and the concept of 'loyalty' and such other concepts which are dealt in detail in the subsequent chapters. To add to this argument, in all the above mentioned shops the involvement of all the family members is found which of course, varies in degree depending upon the structure and cultural background of the family. Moreover, the shop owner and the customer's family are familiar with each other compared to any other 'markets', for instance, jewellery, automobile, utensil, electronic gadgets, furniture, etc, all of these shops need a different kind of involvement and participation of the limited members of the family and not all. But in case of the above mentioned shops, even the small kid, women, or men of the family of all age groups can go and make transactions. These factors mentioned and also the close contact with both the actors i.e., the buyer and the seller, the complex structure of the market make it much more interesting and research worthiness. There is a variety of relationship between the frequency of visits, time spent and the type of relationship established among the actors of market. In some cases, it is directly related, in some other it is inversely related and hence, the researcher is trying to find out the dependency and interdependency of variables in exploring this phenomenon.

A detailed interview schedule was prepared to collect elaborate information from the field both from customers as well as shop owners (see Appendix B and C). In fact, various methodological tools and techniques were made use of in collecting the data from the primary source. A unique sampling technique was used, that is, a mixture of several sampling techniques was used. A careful structured stratified sampling technique was used in selecting the shops. The important strata in this respect were people from
different religious, caste, class, locality and gender. In other words, proper representations to all the social categories were given.

Further, going directly to the shop owners and requesting them on the basis of the above mentioned social categories was almost difficult. So the research thought of the snow ball technique in selecting the sample. Initially, the friends and acquaints owning shops of these categories were consulted and then they in turn guided the researcher on the people to talk and get information there from and thus the target of collecting the primary data was achieved. It was not a cake walk meeting and convincing the shop owners in this relation. Most of the shop owners mistook the researcher with some income tax official or officer related to such other departments and thought revealing information would create problems in future. But with a detailed explanation and the reference of the person who directed the researcher convinced the most of the cases. It is not, that all of them agreed to provide information, quite a number of people out rightly refused (particularly, where there was no reference or introducer in the field) and in that case researcher had to go in search of other shop. Further, another major problem was to identify the caste, religion, class, year of establishment of the shop and the location which posed another set of hurdles and the same was maintained meticulously. No comprise was made in this regard, that is, no two shops were selected from the same street and if the street was small, and no same locality. In other words, no repetition of shops in the same street, locality, caste, religion and such other categories was made as it was intended to get the antithetical, diverse, variant, unusual yet realistic responses from contrasting categories.

As already mentioned, Shimoga town is identified as the study area, and the universe is also unique compared to any other surrounding towns. The total population of the town as already mentioned is around 3 lakh. Further, to have a proper understanding of the study universe, particularly, the shops, the researcher searched for the exact number of shops in the town of all types. No exact and clear data was available from any of the sources like city municipal office, Shimoga chamber of commerce, commercial tax office, etc., as the data were not maintained properly, and data provided didn’t match all
the three sources. The medical officer, of the city municipal office had some records, but they were all pertaining to hotel, shops related to liquor, bars, etc not of other shops and business establishments. The reason being, it is not their jurisdiction to maintain any other records. Further, the concerned clerk was of the opinion that many shops ran illegally as they are not registered, and only the registered shops list is available, that too on the above mentioned area, not the complete list of all shops. Secondly, the Shimoga Chamber of Commerce was established of late and hence, not much data was available, though there weren't many registered members in this association, and only economically well-off established shop owners were members and there were some associational activities that were recorded like election of the executive body and such other events year wise, not much. Similarly, no other information was available in any other department. Somehow, the researcher had to conceive a number so that the sample structure could be formulated.

**SCOPE OF THE STUDY AREA:**

The study area is explained in detail in a separate chapter; however, the scope of the study area for the primary data collection is restricted to Shimoga town, the city municipality limits and does not include the surrounding fringes or small villages adjoining. The sample is not concentrated on the number alone; it is further stratified on the basis of location of the shops to give proper representation to class based localities (upper, middle and lower), caste based localities, also religion and community based localities. Further, on the basis of old city or new city, residential and commercial areas, city centre etc. The researcher was concerned with the areas and shops concentrated with retail/wholesale shops along with other side/main businesses.

**TIME FRAME:**

Time management is the need of the hour and particularly in research proper guidelines of time usage and its management is very essential, though this goes unsaid. In this research as well, a proper planning and management of time frame work was drawn. An elaborate and detail thought was also given to this aspect so that the research is carried out carefully and systematically. By looking at the sample structure, one may
raise questions like why only 120 shops and this looks the sample is very small to make any generalization or theorize on 'market'. In fact, it's just not 120 shops but it is multiplied by 5 customers each. In each shop the researcher used to stay with the shop owner (with prior permission) for the whole day literally i.e., right from the opening up of the shop at around 6 AM in many cases, (8 AM in some and 9 AM in few cases) till 8 PM, 9 PM, 10 PM or even 11 PM in the night of the same day. The researcher hence has spent full time in the shop to study activities of a full working day/ business transaction day. In such a long period the researcher along with the observation was maintained field notes. Wherein, the researcher along with filling the interview schedule, the researcher enquired in detail every aspect of the shop which included the origin, interest, history, the transactions with customers, their behaviour, background which would date back to years, or even decades or generations. In most of the cases certain activities, behaviour, traditions, customs and practices of market were revealing and mind blowing.

During the period of interaction, the researcher was able to build such a good rapport with the shop owners that, many a times, the researcher also had food with them, sometimes breakfast, lunch and even dinner and in almost all cases, the researcher at least had tea/coffee/beverages and snacks with them.

Further, not only food, the shop owners shared most personal things/issues of their life, of course, related to market, that is, their good times and bad times which could through a great deal of light on this research, which is evident in the subsequent chapters in various forms.

Hence, it was not just 120 working or business days, rather it was more than 120 research days, which means, one day's research that too a full long day research would involve quite an amount of data and information which was in the assorted form that had to be placed properly into the schedule. The field notes which has quite an exhaustive information of each shop was sorted out and had to be recorded some where else which used to take another day of two to process the whole thing of one day’s research in each shop. One full research day out was equal to roughly 3 working days, which not only
involved like manual labour, but also a thought process which demanded, as each response and reflexive action towards each stimuli of customers at various points, their interaction, their point of reference, etc., reflected enormous amount of revelations of different personalities and different personalities of a single person at different times, different people and also at different contexts. Further, the questions were also posed to all actors but the response was different as the contexts were different and that involved quite an amount of intellectual and sociological imagination to understand to put things in order and also to make qualitative analysis each time. This laborious work did consume considerable amount of energy, time as well as resources, but at the same time was satisfying as the data were proving to be of great use in future.

The above mentioned were about the research working days in the field, but when it comes to how many working days were involved in collecting the data, it is altogether a different story. Most of the businesses were seasonal and that is why the shops were not selected in one go. It was also not possible to conduct interview and meet people almost everyday. As, most them did give their own date to allow the researcher to carry out the planned duty. So, the shop owners were consulted with the reference given by others and introduced by others in this field, and then the shop owners would agree upon giving time and information. This process was not continuous, and has consumed quite an amount of working days in terms of contacts, meeting them, taking appointments for the research working date, making them comfortable regarding maintaining secrecy, anonymity etc.,.

Further, as already mentioned, most of the markets were seasonal, in terms of annual and half yearly for textiles and stationery, and monthly and weekly for vegetables. At the same time it used vary in each season and also with various cultural factors like fairs and festivals. Keeping these things in mind a proper distribution of week days were made along with seasons in case of vegetable market to observe the changes in almost all aspects from the research point of view. Similarly, in case of grocery market, first week, second week, third week, and fourth week of the month and also almost all months of two consecutive years were observed. To check further, different seasons, cultural activities,
prices and fluctuation in various aspects were taken as dependent variables while those observations were being made.

As in case of textile market, the festivals which indicate New Year (colloquial concept), or special festivals for different religious groups and also the time of harvesting were the focal point and also the timing for research as majority of the customers were also from the rural areas. It was during this time that the maximum transactions and business were carried out, although some amount of business used to take place round the year, which was also kept in mind.

As in case of stationery market, particularly, the beginning of the schools, academic year, or exam time were kept in mind. All these took more than 2 full years to complete the field work. At the same time the researcher is also employed, the researcher had to adjust between the work as well as the research. This in fact, was the bless in disguise to the researcher as the researcher could not only introduce as a researcher but also a person working for a specific organization which indeed helped in building and establishing a good rapport with the actors in the field.

**PRE-TEST:**

After a detailed study of literature, in the initial stage, a detailed interview schedule was formulated so that relevant information and data could be collected from the field, so that a proper study can be conducted to build the argument either to support or refute the preliminary assumptions about the market. After the formulation of the interview schedule in consultation with the supervisor, a small pilot study was conducted in all the four market segments consisting of 3 shops in each category. The interview schedule structure remained the same, though certain modifications were made in the framing of questions and also their logical ordering. The pre-test study revealed the limitations as well as advantages of this interview schedule. In the process, in some cases, tape recorders were also used (in some cases hidden) and in almost all cases non-participant observation technique was also used to understand the whole gamut of market mechanism, structure, functioning pattern, interaction and such other things.
In the main field work regular field notes were maintained to by recording, all actions, events, reflexive behaviour, symbols, emotions, tensions, etc., though quantification of such things were not possible, as they were qualitative in nature. However, the field notes were put together at the end to get some idea and also to make some generalizations which were very important.

**Working Definition of Market:**

'Market' as a part of society has structure of its own. It is not stagnant but dynamic and is a process. It accommodates lot of events in its gamut. Market involves people who are again social beings and have all aspects in mind while dealing with others in the society. Market is an agglomeration where people come to exchange. This exchange could be relationships, ideas, thoughts, information, service, commodities, expression of sorrow and joy, to seek entertainment, or to pass time, with monetary aspect but not always.

The actors in the market, that is, buyers and sellers not only exchange goods and services but also exchange social, cultural, political and other aspects of society. Simultaneously, these factors influence the market activity leading to a different market structure and market in turn gets affected. Market needs to be construed not just as economic activity but a space where all sorts of relationships are witnessed. It is an institution, which has a unique culture and is ever changing one. In this study market is being understood in a marketplace context, but not from the marketplace perspective rather from the perspective of market as an institution and structure.

**Definition of Variables Studied:**

**Dependent Variable - Permanent Customer:** Permanent customer a qualitative variable, in this research is a regular customer to the specific shop and not just the potential buyer in economic terms but a person who has relationship with the shop owner for quite some time. The process of a customer becoming permanent is dependent on the following independent variables.
Shop Owner: A person who owns a shop in the urban area having a pakka structure in a specific location to sell commodities to the customers (exception in case of street vendors). In addition, the shop owners' background is characterised by the socio-cultural capital.

Gender: Gender a dichotomous and qualitative variable, is a social construction in society is examined and testified in relation to various characters and features attributed to them in market particularly.

Age: Age is used as a variable to verify the changes in the behaviour and perception of people in the market. The age data obtained are recoded in to age groups of regular intervals for better analysis.

Caste: A qualitative variable, in the traditional structure is said to have dominated the market scene. Caste groups a societal construction is used in the conventional sense for the understanding of market structure and process.

Religion: A qualitative variable of the respondents is considered as the social background used to examine its influence on the market transactions as a factor.

Nativity/Migrant: This variable is used to examine the respondents' native characteristics and migrant behaviour.

Language: The language the respondents speak at home and culturally trained by their respective families which is their primary language of communication.

Education: An interval scale variable refers to the formal degree and academic qualification acquired by the respondents.

Class: A quantitative data measured and used in relative terms of the town. Basically the income levels are classified into 5 classes and are based on their income, possessions, life
style, consumption and expenditure patterns. The class in total is in reference to the family not just the individual.

Type of the family: A discrete variable to find out the size of the family in the broader understanding and categorisation into single, nuclear, extended and joint family system of the respondents.

Mode of Analysis: Statistical analysis used in this thesis;

To have a proper understanding of the 'market' phenomenon the above mentioned variables are used. To analyse in detail both qualitative and quantitative data are obtained carefully. Quantitative data is analysed systematically with the help of statistical tools and analysis with the help of SPSS, MS Excel, STATISTICA and such other statistical softwares. Further, whenever sufficient quantitative data is not available and some times when it is not significant, substantive significance is applied.

Possible Error and Ethical Considerations:

There were difficulties in selecting the specific shop of specific caste, religion, locality and such other social category based shop owners. This difficulty could further be seen as an ethical issue in research design. There are likely biases in the data collected. Biases could be because of or created from methodology.

1. By selecting sample, the snowball technique was used, in that process, the person who introduced to the researcher, might also be biased in selecting his known persons (in terms of various social categories) [caste, religion, class, etc.].

2. Second bias/error could be the shop owners' appointment on a specific day, which was comfortable to them or may be their best/worst day. It was not possible to choose randomly the business days, though the researcher had tried to check all the working days.
3. Error could have occurred because of subdivision and stratification based on locality caste, religion, gender etc.,

4. The concept of permanent customers and their identification and introduction was left to the shop owner, who could have shown bias in giving the researcher the best customer or the worst customer. In some cases, the shop owners did mention that certain persons talk a lot, or knows a lot who might be of some use to the purpose (research). The random selection of customer though was tried in the whole day with systematic time breakup; there is also a possibility of bias or error.

5. Error could also be in terms of interviews with the customers, as the customers would have come to the shops only for few minutes. In this time, the carrying out of interview would be an error that is, in terms of time for data collection (interview).

6. The selection of permanent customers was by the shop owner which is biased from his/her point of view to give the researcher the educated, knowledgeable, soft spoken, person with cultural capital.

7. Limitation because of sample representation as there was no proper statistics of universe of total number of shops, caste wise, class wise, religion, etc.,

8. A full census kind of research taking all the ‘customers’ of specific ‘shops’, might yield better results. With this one could get the ratio between actors and would help in analysing with more strong footing.

   However, this is difficult and also has lot of limitations. For instance, many permanent customers may not turn upon the day, even for weeks or even months, and then the important data would be missed out. Hence, this was resolved to this methodology, which is done randomly.
The methodology of the study, made clear in this chapter gives a comprehensive outlook how the research work is carried out particularly in collecting the primary data. With the proper focus, having the objectives clarified and the hypotheses of the research work jotted out in a systematic manner, it was essential to plan in advance the method and limitation of the secondary data collection was also systematically understood. It was found of late that plenty of works have been conducted in the field of market but with different terms and dimensions of understanding. It was essential at that point to focus only to the studies which were very relevant and to the objectives that were scribbled down. With this understanding a proper review of literature is carried out systematically in the next chapter giving a comprehensive overview of the literature available and related to this area of research.