CHAPTER - III
METHODOLOGY

Every form of research requires precise planning and collecting all available information regarding the subject. The present study has been undertaken with the sole objective of studying consumer awareness and related practices of redressal on the purchase of textile products. Keeping this objective in mind a research design is proposed and a systematic procedure has been evolved to carry out the present study.

3.1 Conceptual Framework for Research Study

The data for present research design has been obtained from primary and secondary sources.

**Primary Data:** The main focus in the present study is on the consumers and the retailers of both branded and unbranded textiles. In order to study the textile redressal of consumers, two types of respondents have been included:

- The first are consumers above the age of 18 years.
- The second category comprises retailers of textile products in the main shopping areas of Chandigarh.

3.2 Locale for the Study

The present study was carried out in Chandigarh, a cosmopolitan City and the capital of Haryana and Punjab state, besides being a Union Territory. People from Himachal Pradesh and migrants from other states have also become a part of the population of this city. The literacy rate is higher (81.7) as compared to the all India figure (65.38% for India), as per the census report 2001 of Chandigarh Administration. People belonging to different socio-economic strata are residing in this city. Chandigarh is a planned city, with a number of sectors, but some sectors do harbour elite population with good housing facilities. In these sectors the smallest plot is no less than 500 sq. yards whereas a large number of houses are built on 1000, 1500 and 2000 sq yards or even more. In some way this
indicates the affluence level of the people living in these areas. The residents of these sectors are largely the early settlers when the city was coming up and the government wanted the people to settle here and plots were sold to them at very nominal prices. Through the years these sectors have seen the first, second and third generations of inhabitants. The remaining sectors have mixed type of population i.e. people from different socio-economic class live in the houses that are constructed on various sizes of plots ranging between 125 to 1000 yards. In these houses mostly salaried class or people dealing in small-scale business are residing but they are also economically sound. Besides these, there are some other rehabilitated colonies, where people from the lowest socio-economic strata are residing. Not only that, there are a number of villages on the periphery of Chandigarh which are well developed and have been influenced by the urban environment and affluence of Chandigarh city. Chandigarh represents the population belonging to upper, upper-middle, middle and lower socio-economic strata. Thus, Chandigarh is found to be the most appropriate area to conduct the present study. Therefore, sample for the study was drawn from the whole of Chandigarh which has been the chosen locale for the study.

3.3 Selection of Sectors

Different types of sampling methods were used such as simple random sampling and stratified sampling to select different wards and sectors. The Census data of 2001-02 indicates that the planned city of Chandigarh is divided into 20 wards. Each ward comprises different number of sectors, depending upon the size of the plot and the number of houses in these sectors. The sum total of these 20 wards comprises the universe of the present study (as shown in Map 2). In order to select the wards for the present research, tossing of coin was done. Head showed the even and tail showed the odd number of wards. Based on this 10 odd numbers of wards were selected. These included ward number; 1,3,5,7,9,11, 13, 15, 17 and 19 (as shown as Map 3). One sector from each of these ten wards were randomly selected. To select the sectors lottery system was used. Slips were
made depending on the number of sectors falling in each ward. Picking of slips gave us the number of sectors from each ward. The selected sectors along with the ward has been shown in the following table. (as shown in Map 4).

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Ward No.</th>
<th>No. of sectors in the ward</th>
<th>Selected Sectors</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1 to 11 and Lake</td>
<td>11</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>16, 17, 22</td>
<td>22</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>25, West of 38</td>
<td>West of 38</td>
<td>40</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>39, 40, West of Sector-39</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>34, 35, 44 Kajheri</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>6</td>
<td>11</td>
<td>20, 33</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>7</td>
<td>13</td>
<td>27, 28</td>
<td>27</td>
<td>40</td>
</tr>
<tr>
<td>8</td>
<td>15</td>
<td>29, Industrial Area</td>
<td>Industrial area</td>
<td>40</td>
</tr>
<tr>
<td>9</td>
<td>17</td>
<td>31, 47, 48</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td>10</td>
<td>19</td>
<td>Mauli Jagran</td>
<td>Mauli Jagran</td>
<td>40</td>
</tr>
</tbody>
</table>

**Total** 400

Similarly, in order to give adequate representation and to ensure that both rural and urban areas are represented in the study, a list of villages on the periphery of Chandigarh falling under different wards was taken (as shown in Map 2). Four villages were randomly selected from the list. Thus a total number of 14 i.e. 10 sectors and 4 villages were taken as sample. The selected villages are listed below (as shown in Map 4).

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Villages</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Palsora</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Dhanas</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>Khuda Ali Sher</td>
<td>40</td>
</tr>
<tr>
<td>4</td>
<td>Mani Majra Rural</td>
<td>40</td>
</tr>
</tbody>
</table>

**Total** 160
3.4 Selection of Respondents

It was essential to conduct the survey on a responsive set of people. The present study comprises two sets of respondents.

- First were consumers who were the end buyers and users of textile products and
- The second set of respondents comprised retailers who have the textile shops in the different markets of the city.

3.4.1 Selection of Consumers:

For selection of respondents a representative sample of 560 was considered good enough for the present study. The number of respondents was kept fixed as 40 from each of ten selected sectors and four villages irrespective of the population to attain a total of 560 respondents. These respondents were selected with the help of random table.

3.4.2 Selection of Retailers

For the selection of retailers, the main shopping centers were identified from the information given by the respondent, where they frequently visited to purchase their textile products. These shopping areas were of sector 11, 15, 17, 19, 20, 22, 35 and 37. The total number of textile shops in these shopping areas were 635 in number. Out of these shops 10% was taken as sample i.e. a total number of 64 retailers for the present study. From these shopping areas, (24) mill’s showrooms i.e. shops selling yardage and readymade, (40) retailers selling yardage, exclusive readymade garments, and shops selling both ready-mades and yardage for ladies, gents and children wear were selected.

3.5 Formulation of Tools for Data Collection

To find out consumer awareness of consumer protection laws and redressal mechanism, surveys were conducted.
The study was planned to collect data from both primary and secondary sources of information. Primary data has been collected through two sets of structured questionnaire and interview schedules.

- Questionnaire for Consumers
- Questionnaire-cum-Interview schedule for retailers
- Questionnaire-cum-Interview Schedule for Consumer Awareness

The questionnaire for consumer has been divided into three sections. The questions were both close ended and open ended.

3.5.1 Questionnaire for Consumers (Appendix – I)

**Section I:** Consists of demographic profile of respondents. The demographic characteristics of the total sample of 560 respondents was based on place of residence, age, sex, marital status, education, occupation, family type and income.

From each household only one person was interviewed who was actively involved in the purchase of garment and yardage and had the final say in the selection of these items. Only those respondents who were above the age of 18 years were interviewed for the study.

**Section – II:** of the questionnaire deals with their buying practices. It broadly covered the following aspects:

- Frequency of visits to the market.
- Survey of market before buying
- Shopkeeper’s guidance, information on textile markings.
- Factors that influence purchase decision.
- Unfair trade practices community related to sale of textile products.
- Questions related to procurement of cash memo and its retention by the consumer.
- Information and guidance sought from the shopkeepers.
- Checking of stamped markings and labels on textile products.
Section – III has questions related to:
- Redressal of their grievances.
- Consumers' rights to be protected against the malpractices.
- Laws relating to consumer protection.
- Compensation from redressal agency.
- Consumer awareness programme.

3.5.2 Questionnaire-cum-interview schedule for retailers (Appendix – II)

The second questionnaire-cum-interview schedule was based on the following criterion:-
- Guarantee sought by the retailers from the manufacturers.
- Information sought by the customer and discounts given to them.
- Retailers' practice of giving cash memo to the customers.
- Retailers' attitude towards consumer complaints.
- Steps to solve consumer problems.
- Retailers' awareness for consumer protection laws and redressal mechanism.
- Awareness regarding different consumer organization in Chandigarh.

For the survey 10% of the shops were randomly selected from the total number of textile shops existing in the identified sectors as shown below.

Table: 3.3 Number of Shops

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Identified Sectors</th>
<th>No. of Textile Shops</th>
<th>Selected no. of shops</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Sector – 17</td>
<td>92</td>
<td>9</td>
</tr>
<tr>
<td>2.</td>
<td>Sector – 22</td>
<td>207</td>
<td>21</td>
</tr>
<tr>
<td>3.</td>
<td>Sector – 11</td>
<td>14</td>
<td>01</td>
</tr>
<tr>
<td>4.</td>
<td>Sector – 15</td>
<td>34</td>
<td>03</td>
</tr>
<tr>
<td>5.</td>
<td>Sector – 19</td>
<td>66</td>
<td>07</td>
</tr>
<tr>
<td>6.</td>
<td>Sector – 20</td>
<td>74</td>
<td>07</td>
</tr>
<tr>
<td>7.</td>
<td>Sector – 35</td>
<td>20</td>
<td>02</td>
</tr>
<tr>
<td>8.</td>
<td>Sector – 37</td>
<td>27</td>
<td>03</td>
</tr>
<tr>
<td>9.</td>
<td>Mani Majra</td>
<td>66</td>
<td>07</td>
</tr>
<tr>
<td>10.</td>
<td>Khuda Ali Sher, Palsora, Dhanas, Mauli Jagran</td>
<td>35</td>
<td>04</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>635</strong></td>
<td><strong>64</strong></td>
</tr>
</tbody>
</table>
3.6 Secondary Data

Secondary data was collected from various journals and newspapers, various consumers' protection organizations, articles and reports published by Consumer Education and Research Centre (CERC) Ahmedabad, publicity and information material by Bureau of Indian Standards and ministry of Food and other consumer information material published by Consumer Coordination Council (CCC). Information from Consumer Forum in Karuna Sadan, Sector-11, Chandigarh. A large number of articles in various newspapers were used as additional data structure.

3.7 Pre-testing

The questionnaires were pre-tested on 60 consumers to get feedback from the respondents. Based on their response, some questions were modified and reframed while some questions were deleted. For the pre-testing, convenience sampling method was used. However, the age (above 18 years) criterion was kept in mind while distributing them to consumers of the identified sectors. Out of the total sample of 560, 10% was taken for this purpose, i.e., a sample of 56 consumers.

Similarly for retailers also out of the total sample of 64, 10% was taken as sample, i.e., 6 retailers. These shopkeepers were randomly selected, each one from markets of identified Sectors of 11, 15, 17, 19, 20, 22. To get the questionnaire-cum-interview schedule filled, the researcher went to these shops during shopping hours i.e. just before and after lunch hours. This was between 1:30 PM to 4:30 PM when retailers did not have much business and they could give reply to the queries of the researcher satisfactorily. Based on their replies some questions were modified, reframed and deleted.

3.8 Data Collections

Data was collected in two phases.

Phase I: In this data was collected by giving questionnaire to respondents living in selected sectors.
To do that total number of houses in each sector was verified from the office of the Municipal Corporation and then with the help of the random table 40 houses were selected. From each household only one person was chosen, who was above the age of 18 years and was actually going to the market to purchase textile goods for himself/herself and for the other members of the family.

Similarly data was collected from the four villages. Investigator got the questionnaire filled her self, after explaining them the questions in Hindi and Punjabi. This was done to make the work easier and faster and also to rule out any confusion on tabulation of data.

**Phase- II:** Different number of shops were randomly selected. From the sectors most frequently visited by respondents as shown in table 3.3.

Researcher filled the questionnaire-cum-interview schedule herself after interviewing the retailers for each question.

The researcher keenly observed the retailers' behaviour in general towards their customers, their practice of giving cash memo to their way of measuring the fabric and the extent of information they could give regarding fibre content and other printed markings on the fabric. Observations regarding any case of complaint by the customer and the way it was handed by the shopkeepers were also recorded. The observations were recorded by the researcher.

### 3.9 Analysis of data and Statistical tools used

The data was analyzed to understand the consumer behaviour for the purchase of their textile products and the awareness of consumer protection laws and redressal mechanism. Two most important variables i.e. income and education influencing the buyers of textile products were used in the study.

The raw data obtained in all the phases, was first processed manually. For this a coding plan was prepared to transfer the information on the coding sheets. For both the phases, separate coding sheets were prepared and separate analysis was done. Then the collected data was analyzed by using statistical software.
SPSS (Software Package for Social Sciences). Various statistical tools were used while analyzing the data.

- Pie Charts were made to understand the demographic profile of the sample.
- Frequencies and percentages were computed to determine the buying practices of the consumers for yardage as well as readymade garments.
- Mean scores were calculated to analyze the factors given in terms of ranking such as most preferred market for the purchase of textile products, outlets which they preferred to visit in these markets for exclusive retail shops, wholesale shops, mill’s showrooms and rehri markets etc.
- Frequencies and percentages were computed and ranking given to responses where ever required.
- The ranks were given weightage and converted to scores. The means were computed to see the most popular choice of the respondents. Chi Square Test was applied to find out the association of level of income and education with the buying practices of the consumers for various factors studied for yardage as well as readymades.
- Graphical representation of the data was made wherever necessary for the different factors as per income and education levels. Bar graphs were used to convey to the eye the general run of the observation.

3.10 Workshop organised to educate Consumers regarding textile purchase and redressal mechanism

Out of the total sample of 560, a sample of 50 consumers residing in different sectors were randomly selected from different profession, age groups and income groups by taking out 50 questionnaires from the pile. Three days’ workshop was conducted and knowledge was imparted regarding:

- Mandatory markings to be seen on textiles.
- Face plait marking.
- Commonly seen fraudulent practices in textile market.
Knowledge regarding misconceptions of textile terms.
Knowledge about Care Symbols.
Awareness of consumer rights with regard to textile purchase.
With regard to redressal.
Wise Selection of Yardage and Readymade and a list of Dos and Don’ts as provided by Consumer Awareness Campaign on Textile by Textile Commissioner, Government of India. (appendix-IV).

This workshop was conducted in the month of December, 2004 and feedback was taken in the month of March, 2005. A questionnaire-cum-interview schedule was prepared (as shown in appendix-III) and was filled by the same set of respondents after a period of three months to find their changed attitude and confidence in wise selection of readymades and yardage and extent of their redressal pattern. During the course of interaction participants shared their experiences which were recorded.

The interactive session revealed many flaws in the entire system of customer satisfaction. The information elicited from the respondents helped to elevate the level of research to a more consumer friendly status.

3.11 Case Studies

The researcher visited various consumer forums to have an inside knowledge of complaints lodged by the consumers and how it was redressed. A comprehensive list of some of the cases resolved are shown in table No. 7.11 in Chapter VII. Details of the redressed cases are given in appendix (VIII).

Data generated with these methodological considerations is analyzed in the ensuring chapters.